DOCUMENT RESUME

ED 445 356 CS 510 294

TITLE	Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys. Summary of Findings/Toplines.
INSTITUTION	Princeton Survey Research Associates, NJ.; Henry J. Kaiser Family Foundation, Menlo Park, CA.
SPONS AGENCY	Henry J. Kaiser Family Foundation, Menlo Park, CA.
PUB DATE	1998-05-00
NOTE	120p.; Includes a Chart Pack.
AVAILABLE FROM	The Henry J. Kaiser Family Foundation, 2400 Sand Hill Rd., Menlo Park, CA 94025 (Free Publication #1398). Toll free: 800-656-4533, Web site: http://www.kff.org.
PUB TYPE	Numerical/Quantitative Data (110) -- Reports - Research (143)
EDRS PRICE	MF01/PC05 Plus Postage.
DESCRIPTORS	*Audience Response; Elementary Secondary Education; *Mass Media Use; National Surveys; *Parent Attitudes; *Parent Child Relationship; Rating Scales; Television Research; Television Surveys; *Television Viewing
IDENTIFIERS	Monitoring; *Television Access; *Television Content Ratings

ABSTRACT

A study presented the results of two national, random sample surveys about the use of and interaction with the television ratings system by parents and children. The telephone survey was conducted between April 2-26, 1998, and involved interviews with 1,358 parents of children ages 2-17 and 446 children ages 10-17. Results were reported for 69 interview questions for adults, 11 demographics questions, and 35 interview questions for children. Topics of findings included: parental concerns about television content; use, opinions, and understanding of ratings system by parents; reasons system is not used as often by some parents; changes in the ratings system; the V-chip; children's use and understanding of the system; the backlash effect; parent/child communication on the ratings system; and television use. A pack consisting of 22 charts is attached. (EF)

Reproductions supplied by EDRS are the best that can be made
from the original document.

Parents, Children and the Television Ratings System:

TWO KAISER FAMILY FOUNDATION SURVEYS

ED 445 356

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

CS 510 294

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL HAS BEEN GRANTED BY

M. James

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

BEST COPY AVAILABLE

THE HENRY J. KAISER FAMILY FOUNDATION

The Kaiser Family Foundation, based in Menlo Park, California, is an independent national health care philanthropy and not associated with Kaiser Permanente or Kaiser Industries. These surveys were conducted as a part of the Foundation's Program on the Entertainment Media & Public Health, which was established to examine the impact of entertainment media in society and to work with the entertainment industry, researchers and policymakers on important public health issues.

Parents, Children and the Television Ratings System:

Two Kaiser Family Foundation Surveys

May 1998

Table of Contents

Summary of Findings 3

Survey of Parents: Topline Results 13

Survey of Children: Topline Results 49

METHODOLOGY

Parents, Children and the Television Ratings System reports on the results of two national, random sample surveys designed by the Kaiser Family Foundation and Princeton Survey Research Associates (PSRA), and conducted by PSRA by telephone between April 2-26, 1998. 1,358 parents of children ages 2-17 and 446 children ages 10-17 were interviewed.

In the survey of parents, for results based on the total sample, one can say with 95 percent confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. The sampling error for the sub-sample of those parents "aware of the ratings," based on question 1, and for the sub-sample of parents who "use ratings for kids," based on question 25 ("often," "sometimes" or "hardly ever") is also plus or minus 3 percentage points. The sampling error for the sub-sample of parents of kids under 10 years old, and for the sub-sample of parents of kids under 10 years old who are "aware of the ratings" is plus or minus 4 percentage points.

In the survey of children, one can say with 95 percent confidence that the error attributable to sampling and other random effects is plus or minus 5 percentage points. The sampling error for the sub-sample of those children "aware of the ratings," based on question 8, is plus or minus 6 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys can introduce error or bias into the findings of opinion polls.

SUMMARY OF FINDINGS

PARENTAL CONCERNS ABOUT TELEVISION CONTENT:

- **ABOUT TWO-THIRDS OF ALL PARENTS SURVEYED SAY THEY ARE CONCERNED "A GREAT DEAL" THAT THEIR CHILDREN ARE BEING EXPOSED TO TOO MUCH SEXUAL (67%) OR VIOLENT (62%) CONTENT IN THE TV SHOWS THEY WATCH.** Fifty-nine percent have the same level of concern about adult language. When asked what concerns them most, 29% say sexual content, 28% violent content, 8% say adult language, and 14% say all three equally.

- **THE PERCENT OF PARENTS WHO SAY THEY ARE CONCERNED "A GREAT DEAL" ABOUT EITHER SEXUAL OR VIOLENT CONTENT ON TV HAS INCREASED SUBSTANTIALLY SINCE OCTOBER, 1996.** In 1996, 43% were concerned "a great deal" about sexual content (67% in 1998) and 39% about violent content (62% in 1998).

USE OF THE RATINGS SYSTEM BY PARENTS:

- **MORE THAN HALF OF ALL PARENTS (54%) OF CHILDREN 2-17 SAY THEY USE THE TV RATINGS SYSTEM TO HELP GUIDE THEIR CHILDREN'S VIEWING "OFTEN" (31%) OR "SOMETIMES" (23%).**

  Eighteen percent of all parents say they have never heard anything about the TV ratings system.

  Twenty-seven percent of parents say that although they are aware of the ratings system, they "never" (14%) or "hardly ever" (13%) use it.

- **JUST UNDER HALF OF ALL PARENTS (45%) SAY THEY HAVE STOPPED A CHILD FROM WATCHING A SHOW BECAUSE OF ITS RATING.**

  More than a third of all parents (35%) say they have done this on multiple occasions (3 or more times), and 12% say they have done this more than ten times.

  The most common reasons for stopping a child from watching a show are the ratings S (33% of all parents say they have stopped a child from watching a show rated S) or V (30%), followed by TV-MA (25%), and TV-14 (22%).

- **ABOUT A THIRD OF CHILDREN AGES 10-17 SAY THEIR PARENTS USE THE RATINGS.**

  Thirty-two percent of children 10-17 say their parents use the ratings system to make decisions about what shows they can watch.

  Thirty-six percent of children 10-17 say that at least once, one of their parents has stopped them from watching a show because of its rating.

  Thirty percent of children 10-17 say their families have rules prohibiting them from watching shows with certain ratings.

  - Sixteen percent say they are not allowed to watch shows rated TV-MA, 12% say they aren't permitted to watch shows rated S, and 10% say they aren't allowed to watch shows rated either V or FV.

  - Forty-two percent of those children who say there *are* rules about TV ratings in their home say they have watched a show they weren't supposed to watch anyway.

- **JUST UNDER HALF OF ALL PARENTS (46%) SAY THEY KNOW HOW THE SHOW THEIR CHILD IS WATCHING IS RATED EITHER "ALMOST ALWAYS" (26%) OR "MOST OF THE TIME" (20%).**

  Nineteen percent say they "only sometimes" know a show's rating; 11% say "hardly ever" and 5% say they "never" know.

PARENTAL OPINIONS OF THE RATINGS SYSTEM:

- **ALMOST ALL PARENTS (90%) THINK MEDIA RATINGS AND PARENTAL ADVISORIES IN GENERAL ARE A GOOD IDEA.**

- **ALMOST ALL PARENTS WHO HAVE EVER USED THE TV RATINGS SYSTEM (93%) SAY THEY FIND IT "VERY" (42%) OR "SOMEWHAT" (51%) USEFUL. ONLY 2% SAY IT ISN'T USEFUL AT ALL.**

  When asked to rank the TV ratings system on a scale of 1-10, where 10 is "very useful" and 1 is "not useful at all," 48% of parents who use the ratings to guide their children's viewing rank it 7 or above; 28% rank it 5 or 6; 16% rank it 3 or 4; and 8% give it a 1 or 2.

When asked which part of the ratings they find most useful - the age-based rating or the content descriptors - nearly two-thirds (64%) *of parents who use the ratings* say they find the content descriptors most useful (22% find the age-based ratings most useful). Only 5% of all parents know that NBC is the one broadcast network that declines to use the content descriptors. Fifteen percent think FOX is the holdout.

- **ALMOST TWO-THIRDS (64%) OF ALL PARENTS WHO USE THE RATINGS SYSTEM SAY IT HAS BEEN "SOMEWHAT" OR "VERY" SUCCESSFUL IN KEEPING CHILDREN FROM BEING EXPOSED TO INAPPROPRIATE MATERIAL.**

  Thirteen percent say say the ratings have been "very" successful; 51% say they have been "somewhat" successful.

  A third (35%) say the ratings system has been "not too" (26%) or "not at all" (9%) successful.

- **SEVENTY-ONE PERCENT OF ALL PARENTS WHO USE THE RATINGS SAY THEY PROVIDE "REASONABLY ACCURATE" INFORMATION ABOUT THE CONTENT OF SHOWS.**

  Half of all parents *who use the ratings* (50%) say they have at some point disagreed with a rating a show was given.

  Only 12% of parents *who use the ratings* say they would know who to complain to.

WHY SOME PARENTS DON'T USE THE RATINGS MORE OFTEN:

- **NEARLY A THIRD (31%) OF PARENTS WHO SAY THEY "NEVER," "HARDLY EVER" OR "ONLY SOMETIMES" USE THE RATINGS TO GUIDE THEIR CHILDREN'S VIEWING SAY THE MOST IMPORTANT REASON THEY DON'T USE THE RATINGS MORE OFTEN IS BECAUSE THEY WANT TO DECIDE FOR THEMSELVES WHAT THEIR CHILDREN WILL WATCH.**

  Thirteen percent say it's because they are often not in the room with their child while s/he is watching; and 10% say it's because it can be hard to find out what a show is rated. Only 3% say it is because the ratings are too complicated or difficult to use.

- **MORE THAN TWO-THIRDS (67%) OF PARENTS WHO USE THE RATINGS SAY THEY HAVE LOOKED FOR A SHOW'S RATING ON THE TV SCREEN BUT MISSED IT.** Twenty-nine percent of these parents say this has happened to them more than ten times.

PARENTAL UNDERSTANDING OF THE RATINGS SYSTEM:

- **PARENTS VARY WIDELY IN THEIR LEVEL OF UNDERSTANDING OF THE RATING SYMBOLS.**

  Nearly one in five (18%) say they have never heard of the ratings system.

  Of those parents *who are aware of the ratings system*:

  - 14% are "not very well informed" about the ratings (can accurately describe just two or fewer of the eleven rating symbols);
  - 32% are "somewhat informed" about the ratings (can define between three and five of the ratings symbols)
  - 40% are "fairly well informed" (can accurately define six to eight of the symbols)
  - 14% are "very well informed" (can accurately define nine or more of the eleven rating symbols)

- **MOST PARENTS ARE NOT AWARE OF WHICH KINDS OF SHOWS ARE SUBJECT TO THE RATINGS.** While a majority of all parents surveyed are aware that dramas are rated (62%) and that sports are not (52%), less than half are aware that sitcoms (45%), children's shows and cartoons (41%), talk shows (33%) or soap operas (19%) are rated, or that news magazines are not rated (35%).

  Of those parents *who are aware of the ratings system*, a majority know that dramas (76%) and sitcoms (55%) are rated and that sports (63%) are not. Less than a majority of these parents are aware that children's shows and cartoons (49%), talk shows (40%) and soap operas (23%) are rated, or that news magazines are not rated (43%).

- **LESS THAN HALF OF ALL THE RATING SYMBOLS CAN BE DEFINED ACCURATELY BY A MAJORITY OF PARENTS.**

  Seventy percent of parents can define TV-PG, 63% TV-14, and 62% TV-G. A majority (55%) are aware that the symbol V stands for violence.

  Less than half of all parents can explain what the ratings S (44%), TV-MA (41%), TV-Y7 (41%), L (40%), or TV-Y (34%) mean.

  Very few parents are aware what the symbols D (2%) or FV (7%) stand for. [D stands for "suggestive dialogue" while FV stands for "fantasy violence."]

- **Less than half of parents with children under ten understand the ratings for children's programs.**

  Only 22% of parents *with children under 10* can volunteer the name of one of the special ratings for children's shows (TV-Y, TV-Y7 or FV). When told that TV-Y is one of the ratings for children's shows, 45% of parents with children under 10 (and who are aware of the ratings) can define it accurately; 54% can define TV-Y7 accurately (but 8% think it is for shows designed for children *under* seven).

- **Only a quarter of all parents (26%) are aware that the television industry rates shows itself.** Another quarter (26%) think an independent review board does the rating.

  Even among parents *who are aware of the ratings system*, 32% think that an independent review board rates the shows, 31% know that the TV industry rates shows, 27% say they don't know, and 9% think a government agency does the rating.

- **Less than half (43%) of all parents say they have ever seen or read anything that explained what the rating symbols mean.**

  Sixty-two percent of parents who say they *have* seen or read something explaining the ratings are "very well" (18%; understand 9 or more of the 11 ratings symbols) or "fairly well" (44%; understand 6-8 of the ratings symbols) informed about the ratings system, while less than half (44%) of parents who have *not* seen anything are similarly well informed.

CHANGES IN THE RATINGS SYSTEM:

- **Half of parents who use the ratings (51%) say they would like to see changes in the ratings system.**

  In an open-ended question about what change these parents would *most* like to see in the ratings system, 25% say the ratings should offer more detail and information on the content of shows; 22% say they would like to see the ratings displayed more often; 20% say they would like a better explanation of what the ratings mean.

- **NEARLY THREE-QUARTERS (74%) OF PARENTS WHO USE THE RATINGS SAY THE SYMBOLS DO NOT APPEAR ON-SCREEN LONG ENOUGH.**

  Seventy-three percent of parents who use the ratings say they are most likely to learn a show's rating from the on-screen icon; but 67% say they sometimes look for the rating but miss seeing it.

  More than eight out of ten parents *who use the ratings system* favor having the rating appear on screen several times during the show (84%), and having the rating announced out loud at the beginning of the show (82%) instead of just appearing silently on the screen. Three out of four (77%) favor having the rating appear in all promos and ads for the show.

  A majority of parents *who use the ratings* (57%) *oppose* having the rating appear on screen throughout the show (42% say they would like to see this happen).

THE V-CHIP

- **UNDER A THIRD OF ALL PARENTS (29%) SAY THEY ARE "VERY" (12%) OR "SOMEWHAT" (17%) LIKELY TO PURCHASE EITHER A NEW TV WITH A V-CHIP OR A SET-TOP BOX IN THE NEXT YEAR OR TWO.** Almost a quarter of all parents (24%) say they are "not too likely" to buy one in the next year or two, while more than four out of ten (45%) say they are "not at all" likely to buy one over the next year or two.

- **NEARLY TWO-THIRDS OF ALL PARENTS (65%) SAY THAT IF THEY HAD A V-CHIP IN THEIR HOME, THEY WOULD USE IT TO BLOCK SHOWS.**

  A majority of parents say they would block shows rated S (61%), TV-MA (60%) or V (55%). Half (50%) say they would block shows rated L, while 46% say the same for shows rated D, and 43% for shows rated TV-14.

  Parents indicate that they would use the gradations within the ratings system to selectively block various kinds of content, rather than taking a blanket approach. For example, while 61% of parents say they would block shows rated S, 33% say they would block *any* shows rated S, while another 11% would block S-rated shows only if they contained "intense sexual situations" (rated TV-14,S) and 17% would block them only if they contained "explicit sex" (rated TV-MA,S).

- **More than three out of four children surveyed (78%) say they think the V-chip technology, designed to "allow parents to block access to shows that get certain ratings, so their kids won't be able to watch," is a good idea.**

  More than a third of children (35%) say they would try to find a way to watch shows their parents had blocked.

CHILDREN'S USE OF THE RATINGS SYSTEM:

- **Twenty percent of children 10-17 say they have never heard anything about the ratings system.**

- **Forty percent of children 10-17 say that when they watch television, they know what the show they are watching is rated either "most of the time" (24%) or "almost always" (16%).**

- **Just under half (45%) of all children surveyed say they have on occasion wanted to see a show's rating on the TV screen but missed it because they were distracted.**

- **More than a third (36%) of all children surveyed say they themselves have decided not to watch a particular show because of the rating it received.**

  Forty percent of those children say it is because their parents wouldn't want them to watch it, while 26% say it is because they think the show is meant for younger kids.

CHILDREN'S UNDERSTANDING OF THE RATINGS SYSTEM:

- **Only one rating symbol (TV-14) can be defined accurately by a majority (58%) of children surveyed about the age-based ratings.**

  Almost half (49%) of children surveyed understand what TV-PG means, 40% understand TV-G, 36% understand V, 32% understand TV-MA, 25% understand L, 17% understand S, 4% know what D means, and 3% know what FV means.

THE "BACKLASH" EFFECT:

- **FOURTEEN PERCENT OF ALL PARENTS, AND 18% OF THOSE WHO USE THE RATINGS, SAY THEY HAVE NOTICED THEIR CHILDREN BEING ATTRACTED TO TV SHOWS WITH INAPPROPRIATE MATERIAL BECAUSE OF THE SHOW'S RATING.**

  Sixty-seven percent of all parents, and 81% of parents *who use the ratings*, say they have not noticed this happening with their children.

- **EQUAL NUMBERS OF CHILDREN SAY THEY ARE "MORE INTERESTED" (20%) AS ARE "LESS INTERESTED" (19%) IN WATCHING A SHOW WITH A V RATING (FOR VIOLENCE).**

  Among 14-17 year olds, only 13% say a V rating would make them less interested in watching, while among 10-13 year olds, 26% say a V rating would have that effect.

  Boys are more likely to be attracted to shows with a V rating than girls: 31% of all boys say they would be more interested in a show with a V rating, while only 10% of girls say they feel the same way.

- **NEARLY FOUR TIMES AS MANY CHILDREN (35%) SAY AN S RATING MAKES THEM LESS INTERESTED IN WATCHING A SHOW THAN SAY THEY ARE MORE INTERESTED (9%) IN WATCHING A SHOW WITH THAT RATING.**

  Among 14-17 year olds, only 24% say an S would make them *less* interested in watching a show, while among 10-13 year olds, 48% say an S rating would have this effect.

  Girls are less interested in shows with an S rating than boys are: 43% of girls say an S would make them less interested in watching a show, while only 28% of boys say they feel the same way.

- **SIXTEEN PERCENT OF 10-13 YEAR OLDS SAY A TV-14 RATING WOULD MAKE THEM MORE INTERESTED IN WATCHING A SHOW, AND 17% SAY A TV-MA RATING WOULD HAVE THE SAME EFFECT.**

  Twenty-four percent of 10-13 year olds say a TV-14 rating would make them *less* interested in watching, and 30% say a TV-MA rating would have the same effect.

PARENT/CHILD COMMUNICATION ON THE TV RATINGS SYSTEM:

- **LESS THAN ONE IN FIVE (19%) CHILDREN SURVEYED (AGES 10-17) SAY ONE OF THEIR PARENTS HAS EVER TALKED WITH THEM ABOUT THE TV RATINGS SYSTEM.**

  A quarter (25%) of all parents surveyed (of children ages 2-17) say they have spoken with their child about the ratings.

TELEVISION USE:

- **HALF (50%) OF THE FAMILIES SURVEYED HAVE THREE OR MORE TVS IN THE HOME.**

  Less than 1% have no TV[1], and only 15% have just one TV.

  More than half (57%) say they have a personal computer with computer games in their home, while nearly four out of ten (38%) say they have access to the Internet from their home.

  More than three out of four parents (79%) say they have cable, satellite or pay TV in their home, 39% have premium cable stations, and 68% have video game equipment.

- **PARENTS REPORT WATCHING AN AVERAGE OF 3.3 HOURS OF TV A DAY DURING THE WEEK, AND 3.6 HOURS A DAY ON WEEKENDS.**

  Nearly half (46%) of parents report watching 3 or more hours a day during the week, and one in five (21%) say they watch five or more hours a day. One in four (26%) watch five or more hours on the average weekend day.

- **CHILDREN (AGES 10-17) REPORT WATCHING AN AVERAGE OF 3.4 HOURS OF TELEVISION A DAY ON SCHOOL DAYS, AND 4.4 HOURS A DAY ON THE WEEKEND.**

  Almost one in four children (23%) say they watch five or more hours a day on a typical school day. Forty percent say they watch five or more hours a day on a typical weekend day.

[1] These respondents were not included in the survey.

- **THIRTY-EIGHT PERCENT OF PARENTS SAY THEY OR ANOTHER ADULT ARE ALMOST ALWAYS IN THE ROOM WITH THEIR CHILD WHEN S/HE WATCHES TELEVISION.**

  Thirty percent say they are in the room "most of the time," while 32% say they are "never" (2%), "hardly ever" (4%) or "only sometimes" (26%) in the same room with their child when s/he is watching TV.

  A majority of children surveyed (62%) say that even when they are watching TV without an adult present, their parent knows what they are watching either "almost always" (34%) or "most of the time" (28%).

SURVEY OF PARENTS

BEST COPY AVAILABLE

Topline Results
Parent Interview

PRINCETON SURVEY RESEARCH ASSOCIATES FOR THE KAISER FAMILY FOUNDATION

n=1,358 parents of children aged 2-17
Margin of error: plus or minus 3 percentage points
Field period: April 2-26, 1998

1. Last year, the television industry introduced a ratings system, designed to help parents decide whether a TV show is appropriate for their family to watch. Some of the ratings used are TV-G, TV-PG and TV-14. Have you seen or heard anything about the TV ratings system?

Yes, aware	82
No, not aware	18
Don't know/Refused	*
	100

2. In addition to television, other entertainment media like movie and recording industries also have ratings systems or parental advisory labels to help people decide whether material is appropriate for their family. In general, do you think the ratings and parental advisories used by television and other media are a good idea or a bad idea?

Good idea	90
Bad idea	3
Mixed view/Some good, some bad (VOL.)	5
Don't know/Refused	2
	100

* represents less than 1 percent

3. As I read you some different rating systems and parental advisories, tell me whether or not you have EVER used each one to help guide YOUR OWN family's choices. (First,) have you ever used...

	Yes, Used	No, Never Used/Not Aware	Don't Know/ Refused	
a. The ratings for TV shows?	54	46	*	=100
b. The parental advisories on CDs and music tapes?	41	58	1	=100
c. The rating system for movies in theaters and on video?	86	14	*	=100
d. The parental advisories on video and computer games?	54	46	*	=100
e. The ratings and parental advisories on Internet Web sites?	18	81	1	=100

4. Please tell me how USEFUL each of the following has been in helping guide your family's choices. How useful has this been...: very useful, somewhat useful, not too useful, or not at all useful?

	Very Useful	Somewhat Useful	Not Too Useful	Not At All Useful	Don't Know/ Refused	
a. The ratings for TV shows **(based on ever used, n= 728)**	42	51	5	2	*	=100
b. The parental advisories on CD's and music tapes **(based on ever used, n= 538)**	45	42	7	4	2	=100
c. The ratings for movies **(based on ever used, n= 1111)**	55	40	3	2	*	=100
d. The parental advisories on video and computer games **(based on ever used, n= 704)**	43	46	6	3	2	=100
e. The ratings and parental advisories on Internet Web sites **(based on ever used, n= 621)**	43	46	6	2	3	=100

5. Now I have some questions about your family's television viewing habits... In TOTAL, how many televisions do you now have in your household?[2]

One	15
Two	35
Three	27
Four	15
Five or more	8
Don't know/Refused	*
	100

6. On an average WEEKDAY, Monday through Friday, about how many hours do you personally spend watching TV?

Hours Watched:	
Five or more	21
Three to four	25
One to two	51
None	3
Don't know/Refused	*
	100

Mean number of hours watched: 3.3

7. On an average WEEKEND DAY, Saturday or Sunday, about how many hours do you personally spending watching TV?

Hours Watched:	
Five or more	26
Three to four	30
One to two	38
None	6
Don't know/Refused	*
	100

Mean number of hours watched: 3.6

[2] Only those households with TVs were included in the survey. In the process of screening for households with TVs, less than 1% of households did not have a TV set.

8. Parents have different concerns about what their children may be exposed to in the TV shows they watch. How concerned are YOU that your children are being exposed to too much...**(INSERT--READ AND ROTATE)** in the TV shows they watch? Are you concerned a great deal, somewhat, not too much, or not at all? **(RECORD RESPONSE AND THEN CONTINUE WITH NEXT ITEM)** How concerned are you that your children are being exposed to too much...

		Great Deal	Some-what	Not Too Much	Not At All	Don't Know/ Refused	
a.	Violent content						
	Current	62	24	10	4	*	=100
	10/96[3]	39	36	19	5	1	=100
b.	Sexual content						
	Current	67	21	7	5	*	=100
	10/96	43	28	19	10	*	=100
c.	Adult language	59	26	10	5	*	=100

9. Which ONE of the following concerns you MOST as a parent? Is it the amount of ... **(READ RELEVANT ITEMS FROM Q.7)** in the TV shows your children are watching?

Violent content (or)	28
Sexual content (or)	29
Adult language (or)	8
(VOL.) All about the same/No one in particular	14
No major concerns	21
Don't know/Refused	*
	100

[3] Trend from a Princeton Survey Research Associates poll of parents with children aged 5-16 conducted for The Henry J. Kaiser Family Foundation, 3-29 October 1996.

QUESTIONS 10-48 WERE ASKED ONLY OF PARENTS WHO ARE "AWARE" OF THE TV RATINGS SYSTEM (Question 1 = yes). RESPONSES ARE REPORTED BASED ON THE TOTAL SAMPLE AS WELL AS SPECIFICALLY FOR THOSE WHO ARE AWARE OF THE RATINGS.

10. Thinking again about the ratings system the television industry introduced last year ... How well would you say you personally understand the TV ratings system...

	Total	*Aware of Ratings*[4]
Very well	35	*43*
Somewhat well	36	*44*
Not too well	8	*10*
Not at all well	2	*3*
Not aware of ratings	18	-
Don't know/Refused	1	*
	100	*100*
		(n=1103)

11. Now I'm going to ask you some questions about the TV ratings system and how it works. We don't expect you to know all the answers. If you're not sure of something, just say so and I'll go to the next question. As far as you know, what kind of information does the TV rating system NOW provide about a TV show? Does it tell you ...

	Total	*Aware of Ratings*
What AGE level a TV show is appropriate for, OR...	12	*14*
What kind of CONTENT is in a TV show, such as the amount of sex, violence, or adult language	14	*17*
Does it provide BOTH age- and content-based information?	48	*59*
Not aware of ratings	18	-
Don't know/Refused	8	*10*
	100	*100*
		(n=1103)

[4] These responses are based on those parents who said they had seen or heard something about the TV ratings system in question 1, and will be referred to as "Aware of Ratings" throughout the survey (n=1103).

12. Now I'm going to read you some different kinds of TV programming. As I read each one, tell me whether or not you think it is now rated under the TV ratings system. (First,) what about... **(INSERT--READ AND ROTATE)** Is this kind of programming now rated, or not?

		Yes, Rated	No, Not Rated	Not Aware of Rating System	Don't Know/ Refused	
a.	Children's shows like Sesame Street and Saturday morning cartoons	41	20	18	21	=100
	Based on those aware of TV ratings (n=1103)	***49***	***25***	-	***26***	***=100***
b.	Daytime soap operas like Days of Our Lives and General Hospital	19	22	18	41	=100
	Based on those aware of TV ratings (n=1103)	***23***	***27***	-	***50***	***=100***
c.	Talk shows like Oprah and Jerry Springer	33	21	18	28	=100
	Based on those aware of TV ratings (n=1103)	***40***	***26***	-	***34***	***=100***
d.	Live sports like Monday Night Football	5	52	18	25	=100
	Based on those aware of TV ratings (n=1103)	***6***	***63***	-	***31***	***=100***
e.	TV news magazines like Dateline and 60 Minutes	18	35	18	29	=100
	Based on those aware of TV ratings (n=1103)	***22***	***43***	-	***35***	***=100***
f.	Prime time dramas like ER and NYPD Blue	62	6	18	14	=100
	Based on those aware of TV ratings (n=1103)	***76***	***7***	-	***17***	***=100***
g.	Prime time comedies like Seinfeld and Cosby	45	17	18	20	=100
	Based on those aware of TV ratings (n=1103)	***55***	***20***	-	***25***	***=100***

13. The TV ratings system uses different numbers and letters to provide information about a show. Do you happen to know ANY of the specific ratings now being used in rating CHILDREN'S SHOWS, such as Sesame Street and Saturday morning cartoons?

	Total	Parents with kids under 10[5]	*Aware of Ratings*	*Aware of Ratings & kids under 10*[6]
Yes, correct response (TV-Y, TV-Y7, FV)	17	22	*21*	*26*
Yes, incorrect response (TV-G)	10	11	*12*	*13*
Yes, other incorrect response	3	4	*4*	*4*
No, don't know any	51	46	*62*	*56*
Not aware of ratings	18	16	-	-
Refused	1	1	*1*	*1*
	100	100	*100*	*100*
		(n=798)	(n=1103)	(n=663)

14. One of the specific ratings for children's shows is "TV-Y." Can you tell me what this rating means?

	Total	Parents with kids under 10	*Aware of Ratings*	*Aware of Ratings & kids under 10*
Yes, correct response (suitable for all children)	34	38	*42*	*45*
Yes, incorrect response	6	7	*8*	*8*
No, don't know	41	39	*50*	*47*
Not aware of ratings	18	16	-	-
Refused	1	*	*	*
	100	100	*100*	*100*
		(n=798)	(n=1103)	(n=663)

[5] These responses are for those parents who have any children under 10 years old (n=798).

[6] These responses are for those parents who said that they had heard about the TV ratings system in question 1, *and* have children under 10 years old. They will be referred to as "Aware of Ratings & kids under 10" throughout the survey (n=663).

15. Another specific rating used for children's shows is "TV-Y7." Can you tell me what this means?

	Total	Parents with kids under 10	*Aware of Ratings*	*Aware of Ratings & kids under 10*
Yes, correct response (directed to children age 7 and over)	41	45	*50*	*54*
Yes, incorrect response (directed to children UNDER age 7)	6	7	*8*	*8*
Yes, other incorrect response	1	1	*1*	*1*
No, don't know	34	31	*41*	*37*
Not aware of ratings	18	16	-	-
Refused	*	*	*	*
	100	100 (n=798)	*100* (n=1103)	*100* (n=663)

16. Other specific ratings are used for general programming that is NOT specifically designed for children. I'm going to ask you what some specific ratings for general programming mean. Again, if you're not sure of an answer, just say so and I'll go to the next item. (First,) what about the rating... **(INSERT--ROTATE ORDER)** Can you tell me what this means?

a. "TV-MA."

	Total	*Aware of Ratings*
Yes, correct response (for mature audiences/adults/ not for children under 18)	41	*50*
Yes, incorrect response	*	*1*
No, don't know	40	*48*
Not aware of ratings	18	-
Refused	1	*1*
	100	*100* (n=1103)

16. Continued.

b. "TV-14."

	Total	*Aware of Ratings*
Yes, correct response (directed to audiences aged 14 and older/ inappropriate for children under age 14/may contain intense violence, sexual situations, or adult language)	63	*76*
Yes, incorrect response (directed to children UNDER age 14)	2	*3*
Yes, other incorrect response	2	*3*
No, don't know	15	*18*
Not aware of ratings	18	-
Refused	*	*
	100	*100*
		(n=1103)

c. "TV-PG."

	Total	*Aware of Ratings*
Yes, correct response (parental guidance suggested/ may be inappropriate for younger children/ may contain some violence, sex, or adult language)	70	*86*
Yes, other response	3	*4*
No, don't know	9	*10*
Not aware of ratings	18	-
Refused	*	-
	100	*100*
		(n=1103)

d. "TV-G."

	Total	*Aware of Ratings*
Yes, correct response (appropriate for all ages/general audiences)	62	*75*
Yes, incorrect response	4	*5*
No, don't know	16	*20*
Not aware of ratings	18	-
Refused	*	*
	100	*100*
		(n=1103)

17. The TV ratings system uses different letters to provide information about the CONTENT of a program. One of these letters is...**(ROTATE)** Can you tell me what this letter stands for?

a. "D" as in "David"

	Total	*Aware of Ratings*
Yes, correct response (dialogue/suggestive dialogue/sexual dialogue)	2	*3*
Yes, incorrect response	4	*4*
No, don't know	76	*93*
Not aware of ratings	18	-
Refused	*	*
	100	*100*
		(n=1103)

b. "FV" as in "Frank Victor"

	Total	*Aware of Ratings*
Yes, correct response (fantasy violence/cartoon violence)	7	*8*
Yes, partially correct response (violence with no mention of fantasy or cartoon)	6	*8*
Yes, incorrect response	4	*5*
No, don't know	65	*79*
Not aware of ratings	18	-
Refused	*	*
	100	*100*
		(n=1103)

c. "S" as in "Sam"

	Total	*Aware of Ratings*
Yes, correct response (sex/sexual content/sexual situations)	44	*53*
Yes, incorrect response	1	*1*
No, don't know	37	*46*
Not aware of ratings	18	-
Refused	*	*
	100	*100*
		(n=1103)

17. Continued.

d. "L" as in "Larry"

	Total	*Aware of Ratings*
Yes, correct response (language/coarse language/adult language/bad language)	40	*49*
Yes, incorrect response	1	*1*
No, don't know	41	*50*
Not aware of ratings	18	-
Refused	*	-
	100	*100*
		(n=1103)

e. "V" as in "Victor"

	Total	*Aware of Ratings*
Yes, correct response (violence/violent content)	55	*68*
Yes, incorrect response	1	*1*
No, don't know	25	*31*
Not aware of ratings	18	-
Refused	1	*
	100	*100*
		(n=1103)

Percent of parents who can accurately define...

	Total	*Aware of Ratings*	*Saw Explanation of Ratings*[7] Yes	No
9-11 of the symbols ***Very well informed***	12	***14***	18	10
6-8 of the symbols ***Fairly well informed***	32	***40***	44	34
3-5 of the symbols ***Somewhat informed***	27	***32***	28	37
0-2 of the symbols ***Not very well informed***	11	***14***	10	19
Not aware of ratings	18	-	-	-
	100	***100*** (n=1103)	100 (n=577)	100 (n=494)

18. Do you know where you can find out what a TV show has been rated under this system?

19. Where can you find out? PROBE FOR FULL RESPONSE: Anywhere else?

	Total	*Aware of Ratings*
Total yes, named any specific source	41	***50***
TV Guide or other weekly TV magazine	34	***41***
Newspaper/Newspaper TV listings	6	***7***
On the TV screen	10	***12***
Other place	3	***3***
Yes, but did not name specific source	1	***1***
No, don't know	40	***49***
Not aware of ratings	18	-
	100	***100*** (n=1103)

(Total of specific yes responses exceed 41 & 50 percent due to multiple responses)

[7] These responses are for those parents who said they had seen something that explained how to use the TV ratings system in question 20 (yes, n=577; no, n=494).

20. Have you ever seen anything -- on television, in newspapers, magazines, or anywhere else -- that explained how to use the TV ratings system and told you what each specific rating means?

	Total	*Aware of Ratings*
Yes	43	*53*
No	37	*44*
Not aware of ratings	18	-
Don't know/Refused	2	*3*
	100	*100*
		(n=1103)

21. Have you ever talked to any of your children about the TV ratings system?

	Total	*Aware of Ratings*
Yes	25	*31*
No	57	*69*
Not aware of ratings	18	-
Don't know/Refused	*	*
	100	*100*
		(n=1103)

22. When YOU watch a television show, how often do you know its rating?

	Total	*Aware of Ratings*
Almost always/Always (VOL.)	13	*16*
Most of the time	20	*25*
Only sometimes	27	*32*
Hardly ever	16	*19*
Never?	5	*7*
Not aware of ratings	18	-
Don't know/Refused	1	*1*
	100	*100*
		(n=1103)

23. What about when ONE OF YOUR CHILDREN is watching a television show, how often do you know the show's rating then?

	Total	Parents with kids under 10	*Aware of Ratings*	*Aware of Ratings & kids under 10*
Almost always/Always (VOL.)	26	34	***31***	***40***
Most of the time	20	20	***25***	***24***
Only sometimes	19	15	***23***	***18***
Hardly ever	11	10	***14***	***12***
Never?	5	4	***6***	***5***
Not aware of ratings	18	16	-	-
Don't know/Refused	1	1	***1***	***1***
	100	100	***100***	***100***
		(n=798)	(n=1103)	(n=663)

24. How frequently do you use the TV ratings system to help make decisions about what shows YOU, yourself, will watch...

	Total	*Aware of Ratings*
Often	11	***14***
Sometimes	17	***20***
Hardly ever	24	***29***
Never?	30	***37***
Not aware of ratings	18	-
Don't know/Refused	*	*
	100	***100***
		(n=1103)

25. How frequently do you use the TV ratings system to help make decisions about what shows YOUR CHILDREN will watch...

	Total	Parents with kids under 10	*Aware of Ratings*	*Aware of Ratings & kids under 10*
Often	31	37	***38***	***44***
Sometimes	23	22	***28***	***27***
Hardly ever	13	11	***16***	***13***
Never	14	13	***17***	***15***
Not aware of ratings	18	16	-	-
Don't know/Refused	1	1	***1***	***1***
	100	100	***100***	***100***
		(n=798)	(n=1103)	(n=663)

QUESTIONS 26 AND 27 BASED ON THOSE AWARE OF RATINGS BUT DON'T USE THEM "OFTEN"; N= 687

26. Please tell me whether or not each of the following is a MAJOR reason, a MINOR reason, or NOT a reason why you don't use the TV ratings system (more often) to help make decisions about what shows your children watch. What about this? Is this a major reason, a minor reason, or not a reason?

	Major Reason	Minor Reason	Not A Reason	Don't Know/ Refused	
a. You don't always know what the ratings mean					
total who don't use often (n=687)	23	33	43	1	=100
use only sometimes/hardly ever (n=491)	25	37	38	*	=100
never use (n=196)	18	24	54	4	=100
b. The ratings seem overly complicated and difficult to use					
total who don't use often (n=687)	15	32	52	1	=100
use only sometimes/hardly ever (n=491)	15	36	48	1	=100
never use (n=196)	13	21	63	3	=100
c. It's not easy enough to find out what a show is rated					
total who don't use often (n=687)	27	30	41	2	=100
use only sometimes/hardly ever (n=491)	28	36	35	1	=100
never use (n=196)	25	16	56	3	=100
d. The ratings don't tell you anything about the QUALITY of a show					
total who don't use often (n=687)	29	31	39	1	=100
use only sometimes/hardly ever (n=491)	30	34	35	1	=100
never use (n=196)	25	23	48	4	=100
e. You're not always in the room when a child is watching					
total who don't use often (n=687)	25	31	42	2	=100
use only sometimes/hardly ever (n=491)	28	34	36	2	=100
never use (n=196)	17	24	57	2	=100
f. You'd rather decide for yourself what shows are appropriate for your family without any ratings					
total who don't use often (n=687)	45	28	26	1	=100
use only sometimes/hardly ever (n=491)	43	31	26	*	=100
never use (n=196)	51	18	29	2	=100

Continued...

26. Continued...

	Major Reason	Minor Reason	Not A Reason	Don't Know/ Refused	
g. You see the ratings as a form of censorship that may keep some quality programming off the air					
total who don't use often (n=687)	14	22	62	2	=100
use only sometimes/hardly ever (n=491)	14	26	58	2	=100
never use (n=196)	14	13	71	2	=100

27. Which ONE of these is the MOST important reason...

	Total who don't use often	Use sometimes/ hardly ever	Never use
a. You don't always know what the ratings mean	6	6	5
b. The ratings seem overly complicated	3	4	2
c. It's not easy enough to find out what a show is rated	10	10	9
d. The ratings don't tell you anything about QUALITY	9	10	6
e. You're not always in the room when a child is watching	13	15	7
f. You'd rather decide for yourself without any ratings	31	28	39
g. You see the ratings as a form of censorship	4	4	5
No major reason	23	21	27
Don't know/Refused	1	2	*
	100	100	100
	(n=687)	(n=491)	(n=196)

28. We'd like your opinion of how useful the current TV rating system is in helping you decide whether it's okay for your children to watch a show. On a 10-point scale where "10" means the system is VERY USEFUL to you and "1" means it is NOT USEFUL AT ALL, what number best describes your opinion? You can name any number between 1 and 10, the higher the number, the more useful it is to you....

Based on those who use the ratings system for kids' TV; n=903[8]

Usefulness of System:	
9-10 (very useful)	14
7-8	34
5-6	28
3-4	16
1-2 (not useful at all)	8
Don't know/Refused	*
	100

Mean rating of usefulness: 6.1

29. Is there any change you would like to see made in the TV rating system that would make it more useful to you as a parent?

Based on those who use the ratings system for kids' TV; n=903

Yes	51
No	46
Don't know/Refused	3
	100

BEST COPY AVAILABLE

[8] These responses are based on those parents who, in question 25, said they "often," "sometimes" or "hardly ever" use the ratings to help make decisions about what shows their children will watch. They will be referred to as those who "use ratings" throughout the survey (n=903).

30. What change would you MOST like to see? ***(OPEN-ENDED QUESTION)***

Based on those who want the ratings system changed: n=462

Provide more information/detail about content	25
Display rating more often/before and during show/during previews	22
Provide better description/explanation of ratings	20
Rate more/all TV shows	10
Ratings should be stricter/less liberal	8
Simplify/return to simple rating system	6
Spell out rating/use words, not abbreviations	5
Other	25
Don't Know/Refused	2

(Total exceeds 100 percent due to multiple responses)

31. Which part of the rating system provides the most useful information for YOU as a parent -- the part that tells you what AGES a show is appropriate for, such as TV-Y and TV-PG, or the part that tells you about a show's CONTENT, such as "S" for sexual content and "V" for violent content?

Based on those who use the ratings system for kids' TV; n=903

Age-based ratings	22
Content-based ratings	64
(VOL.) Both equally	13
Don't know/Refused	1
	100

32. One of the four major TV networks only provides age-based ratings, such as TV-PG and TV-14, and does NOT provide any content-based ratings, such as "S" for sexual content and "V" for violence. Do you happen to know which ONE of the major networks does NOT provide content-based ratings? Is it...

	Total	*Aware of Ratings*
ABC	3	*3*
CBS	2	*3*
NBC, or	5	*6*
FOX?	15	*18*
No, don't know	57	*70*
Not aware of ratings	18	-
Refused	*	*
	100	*100*

BEST COPY AVAILABLE

33. Where are you MOST likely to find out what a TV show has been rated? Do you see it...

Based on those who use the ratings system for kids' TV; n=903

In TV Guide or the newspaper TV listings	24
On screen at the beginning of a show, OR	73
Somewhere else?	1
(VOL.) Nowhere/Never see rating	*
Don't know/Refused	2
	100

34. The rating appears on your TV screen for about 15 seconds at the start of a show. How frequently do you look for a show's rating on your TV screen to help you decide whether it's okay for your children to watch it...

Based on those who use the ratings system for kids' TV; n=903

Often	35
Sometimes	32
Hardly ever, OR	25
Never?	7
Don't know/Refused	1
	100

35. Have you ever wanted to see a show's rating on your TV screen but MISSED it because you were distracted or not paying close enough attention?

36. About how many times has this happened...

Based on those who use the ratings system for kids' TV; n=903

Total Yes	67
once or twice	10
three to five times	18
six to ten times	9
more than ten times	29
don't know how many times	1
No	25
Never look for ratings	7
Don't know/Refused	1
	100

37. We'd like to know what influence, if any, the TV ratings system has had on YOUR OWN family's television viewing. Have you ever stopped a child from watching a TV show because it had a specific rating?

38. About how many times has this happened...

	Total	*Aware of Ratings*
Total Yes	45	*55*
once or twice	10	*13*
three to five times	15	*18*
six to ten times	8	*9*
more than ten times	12	*15*
don't know how many times	*	*
No	20	*24*
Stopped, but not specifically because of rating	2	*3*
Never use ratings for children's viewing	14	*18*
Not aware of ratings	18	-
Don't know/Refused	1	*
	100	*100*

39. We're interested in which ratings have caused you to stop a child from watching. Did you ever stop a child from watching a TV show because it was rated...

	Yes (based on total sample)	*Aware of Ratings*
a. TV-PG	10	*13*
b. TV-14	22	*27*
c. TV-MA	25	*30*
d. TV-Y7	5	*6*
e. "S" as in "Sam"	33	*40*
f. "L" as in "Larry"	19	*24*
g. "V" as in "Victor"	30	*37*
h. "D" as in "David"	7	*9*
i. "FV" as in "Frank Victor"	18	*23*
		(n=1103)

40. All in all, how successful do you think the TV ratings system has been in keeping children from being exposed to inappropriate material? Would you say it has been...

	Total	*Aware of Ratings*	*Use Ratings*[9]
Very successful	9	*11*	*13*
Somewhat successful	37	*45*	*51*
Not too successful	22	*26*	*26*
Not at all successful	11	*14*	*9*
Not aware of ratings	18	-	-
Don't know/Refused	3	*4*	*1*
	100	*100*	*100*
		(n=1103)	(n=903)

[9] These responses are based on those parents who, in question 25, said they "often," "sometimes" or "hardly ever" use the ratings to help make decisions about what shows their children will watch. They will be referred to as those who "use ratings" throughout the survey (n=903).

41. Some people feel the TV rating system won't succeed in reducing children's exposure to inappropriate material because labeling something as inappropriate for children only makes it more attractive to them. Have you noticed any of your own children being attracted to TV shows with inappropriate material because of their ratings?

	Total	*Aware of Ratings*	*Use Ratings*
Yes	14	*17*	*18*
No	67	*82*	*81*
Not aware of ratings	18	-	-
Don't know/Refused	1	*1*	*1*
	100	*100*	*100*
		(n=1103)	(n=903)

42. Under the current system, a TV show's rating appears on screen for about 15 seconds at the beginning of the program. Do you think this is...

	Total	*Aware of Ratings*	*Use Ratings*
More than enough time	7	*8*	*6*
Just enough time	16	*20*	*20*
Not enough time for people to see the rating	58	*71*	*74*
Not aware of ratings	18	-	-
Don't know/Refused	1	*1*	*
	100	*100*	*100*
		(n=1103)	(n=903)

43. I'm going to read you some different ways the TV rating system might be changed to try to make it more useful for parents. Please tell me which of these changes, if any, you would like to see. **(INSERT--READ AND ROTATE)** Would you like to see this change, or not?

		Yes	No	Not aware of System	Don't Know/ Refused	
a.	What if the rating had to appear on screen several times during a show, instead of just at the beginning?	67	14	18	1	=100
	Of those who are aware of the ratings (n=1103)	***81***	***18***	-	***1***	***=100***
	Of those who use the ratings (n=903)	***84***	***15***	-	***1***	***=100***
b.	What if the rating also had to be said out loud on audio at the beginning of a show, so parents can hear the rating if they're not in the room?	66	15	18	1	=100
	Of those who are aware of the ratings (n=1103)	***80***	***19***	-	***1***	***=100***
	Of those who use the ratings (n=903)	***82***	***17***	-	***1***	***=100***
c.	What if a show's rating had to appear on screen in all promos and ads for the show?	61	19	18	2	=100
	Of those who are aware of the ratings (n=1103)	***74***	***24***	-	***2***	***=100***
	Of those who use the ratings (n=903)	***77***	***22***	-	***1***	***=100***
d.	What if the rating had to stay on screen throughout the entire show?	33	48	18	1	=100
	Of those who are aware of the ratings (n=1103)	***40***	***58***	-	***2***	***=100***
	Of those who use the ratings (n=903)	***42***	***57***	-	***1***	***=100***
e.	What if the rating told you more about the context of sex and violence in a show and whether it is being portrayed responsibly?	65	15	18	2	=100
	Of those who are aware of the ratings (n=1103)	***80***	***18***	-	***2***	***=100***
	Of those who use the ratings (n=903)	***82***	***16***	-	***2***	***=100***

44. We're interested in parents' opinions about the accuracy of the TV ratings. Do you think the age- and content-based information the ratings provide about TV shows is reasonably accurate, or not?

	Total	*Aware of Ratings*	*Use Ratings*
Yes, reasonably accurate	53	*64*	*71*
No, not accurate	20	*25*	*24*
Not aware of ratings	18	-	-
Don't know	9	*11*	*5*
	100	*100*	*100*
		(n=1103)	(n=903)

45. Have you ever personally disagreed with the rating a television show received?

	Total	*Aware of Ratings*	*Use Ratings*
Yes	38	*46*	*50*
No	40	*49*	*48*
Not aware of ratings	18	-	-
Don't know/Refused	4	*5*	*2*
	100	100	*100*
		(n=1103)	(n=903)

46. If you disagreed with the rating a show receives, would you know who to complain to, or not?

47. To whom would you be MOST likely to complain?

	Total	*Aware of Ratings*	*Use Ratings*
Total Yes	10	*11*	*12*
local TV station	5	*6*	*6*
the network	4	*4*	*4*
the show itself	*	*	*
the FCC/the government	1	*1*	*1*
other	1	*1*	*1*
did not name anything specific	*	*	*
No	71	*87*	*87*
Not aware of ratings	18	-	-
Don't know/Refused	1	*2*	*1*
	100	*100*	*100*
		(n=1103)	(n=903)

(Total of specific yes responses exceeds10, 11 and 12 percent due to multiple responses)

47. Continued.

Based on those who ever disagreed with a show's rating; n=513

Total Yes	11
local TV station	5
the network	5
the show itself	*
the FCC/the government	1
other	2
did not name anything specific	1
No	87
Don't know/Refused	2
	100

(*Total of specific yes responses exceeds 11 percent due to multiple responses*)

48. As far as you know, under the current system, who decides what a TV show's rating should be...

	Total	*Aware of Ratings*
The TV industry itself	26	*31*
A government agency	7	*9*
An independent review board	26	*32*
(VOL.) Other	1	*1*
Not aware of ratings	18	-
Don't know/Refused	22	*27*
	100	*100*
		(n=1103)

49. As you may know, the TV ratings system has been designed to work with a TV programming device called a "V-chip" that will allow you to block shows with certain ratings from your television set. You will be able to get a V-chip later this year by buying a new television set or paying 50 to 100 dollars for a special "set-top" box to use with your current TV. How likely is it that you will get a V-chip by buying a new television or a set-top box in the next year or two? Would you say you are...

Very likely	12
Somewhat likely	17
Not too likely	24
Not at all likely	45
(VOL.) Already have	1
Don't know/Refused	1
	100

50. If you had a V-chip in your home, do you think you would ever use it to block shows you don't want your children to see?

Yes	65
No	31
Don't know	4
	100

51. Which ONE of the following is the MOST important reason you wouldn't use a V-chip to block shows...

Based on those who wouldn't use a V-chip to block TV shows; n= 418

It would be too difficult to program	3
Children would find ways around it	11
You don't want the ratings to play such a big role in determining what your family watches	18
You see it as a form of censorship	13
Prefer to handle themselves (VOL.)	19
Child is too old/older (VOL.)	10
Other reason	19
Don't know/Refused	7
	100

52. Please tell me if YOU would block shows with each of the following ratings if you had a V-chip in your home today. Would you block shows with this rating, or not... **IF YES, ASK:** Would you block all shows with this rating, or only some shows?

	Block all	Block some	Block none	Don't Know/ Refused	
a. TV-PG (parental guidance suggested)	9	18	72	1	=100
b. TV-14 (not suitable for children under 14)	20	23	56	1	=100
c. TV-MA (mature audiences only)	41	19	39	1	=100
d. TV-Y7 (designed for children aged 7 and older)	4	11	83	2	=100

53. Would you block shows rated "S" for sexual content? **IF "YES," ASK:** Would you only block shows with "explicit sexual activity," OR would you also block shows with "intense sexual situations" OR would you also block shows even if they have just a few sexual situations?

Yes, only if explicit sex	17
Yes, also if intense sexual situations	11
Yes, also if have just a few sexual situations	33
No, would not block	38
Don't know/Refused	1
	100

54. Would you block shows rated "L" for coarse language? **IF "YES", ASK:** Would you only block shows with "crude, indecent language," OR would you also block shows with "strong coarse language" OR would you also block shows even if they have just occasional coarse language?

Yes, only crude indecent, language	15
Yes, also if strong coarse language	14
Yes, also if have just occasional coarse language	21
No, would not block	49
Don't know/Refused	1
	100

55. Would you block shows rated "V" for violent content? **IF "YES", ASK:** Would you only block shows with "graphic violence," OR would you also block shows with "intense violence" OR would you also block shows even if they have just moderate violence?

Yes, only if graphic violence	16
Yes, also if intense violence	18
Yes, also if moderate violence	21
No, would not block	44
Don't know/Refused	1
	100

56. Would you block shows rated "D" for adult dialogue? **IF "YES", ASK:** Would you only block shows with "intensely suggestive dialogue" OR would you also block shows even if they have just some suggestive dialogue?

Yes, only if intensely suggestive	23
Yes, any kind of adult dialogue	23
No, would not block	50
Don't know/Refused	4
	100

57. Would you block shows rated "FV" for fantasy or cartoon violence? **IF "YES", ASK:** Would you block all shows with this rating, or only some shows?

Yes, block all shows	15
Yes, only some shows	17
No, would not block	66
Don't know/Refused	2
	100

58. Thinking again about your own family situation... Are you the parent of one child in your household who is between the ages of two to seventeen, two children in this age group, or more than two children?

One child	46
Two children	36
Three or more	18
Don't know/Refused	*
	100

59. Age of Target Child

Total 10-17	48
Total 2-9	51
Unclassified	1
	100

14-17	25
10-13	23
7-9	17
2-6	34
Unclassified	1
	100

60. Sex of Target Child

Boy	52
Girl	47
Unclassified	1
	100

61. Name of Target Child

Given	88
Refused	12
	100

62. On an average SCHOOL DAY, Monday through Friday, about how many hours does target child spend watching TV?

Hours Watched:	
Five or more	12
Three to four	25
One to two	57
None	5
Don't know/Refused	1
	100

Mean number of hours watched: 2.7

63. On an average WEEKEND DAY, Saturday or Sunday, about how many hours does (s/he) spend watching TV?

Hours Watched:	
Five or more	26
Three to four	34
One to two	34
None	4
Don't know/Refused	2
	100

Mean number of hours watched: 3.8

64. When he or she watches television, how often is a parent or another adult in the same room...

Almost always/Always (VOL.)	38
Most of time	30
Only sometimes	26
Hardly ever	4
Never	2
Don't know/Refused	*
	100

65. Does [target child] have a television in his or her own room?

Yes	42
No	58
Don't know/Refused	*
	100

66. Does your family have any RULES about when he or she can watch TV, or about what shows he or she is allowed to watch?

Yes	75
No	25
Don't know/Refused	*
	100

67. Which of the following rules do you have...

	Yes, have this rule
a. He or she can only watch TV after homework or other responsibilities are completed	59
b. He or she can only watch TV for a certain amount of time	50
c. He or she is not allowed to watch certain shows or kinds of shows	68
d. He or she is not allowed to watch shows that have certain age- or content-based RATINGS	55

68. Which of the following does he or she spend the most time watching...

Shows on major networks such as ABC, CBS, NBC and FOX	24
Shows on PBS, that is, public television, OR	14
Shows on cable channels, such as Nickelodeon, MTV, ESPN and the Family Channel?	56
(VOL.--SPECIFY) Other	4
(VOL.) Never watches TV	1
Don't Know/Refused	1
	100

69. Next, I need to ask whether you have some different equipment or services in your household. (First,) do you have...

	Yes, Have
a. Cable, satellite, or pay TV?	79
b. Access to HBO, Showtime, or other premium movie channels?	39
c. A personal computer with computer games?	57
d. Access to the Internet?	38
e. Video game equipment such as Sega, Nintendo or Playstation?	68

DEMOGRAPHICS:

D1. Sex of Parent

Male (Father)	44
Female (Mother)	56
	100

D2. Now I have just a few questions so that we can describe the parents who took part in our survey... Are you NOW employed full-time, part-time, are you retired, or are you not employed for pay?

Full-time	69
Part-time	10
Retired	2
Not employed	12
Homemaker (VOL.)	5
Student (VOL.)	1
Disabled (VOL.)	1
Refused	*
	100

D3. Are you married, LIVING as married, divorced, separated, widowed, or have you never been married?

Married	84
Living as married	4
Divorced	5
Separated	2
Widowed	1
Never married/Single	4
Don't know/Refused	*
	100

D4. Is your husband/wife or partner NOW employed full-time, part-time, retired, or not employed for pay?

Based on respondents who are married/living as married; n=1082

Full-time	75
Part-time	8
Retired	2
Not employed	7
Homemaker (VOL.)	7
Student (VOL.)	*
Disabled (VOL.)	1
Refused	*
	100

D5. What is the LAST grade or class that you COMPLETED in school?

None, or grade 1-8	1
High school incomplete (grades 9-11)	10
High school graduate (grade 12 or GED certificate)	34
Business, technical, or vocational school AFTER high school	5
Some college, no 4-year degree	24
College graduate (B.S., B.A., or other 4-year degree)	19
Post-graduate training or professional schooling after college (e.g., toward a master's degree or Ph.D.; law or medical school)	7
Don't know/Refused	*
	100

D6. What is your age?

Under 30	17
30-39	43
40-49	31
50+	7
Refused	2
	100

D7. What is your religion -- are you Protestant, Roman Catholic, Jewish, or some other religion? **IF "OTHER RELIGION" ASK:** Do you consider yourself a Christian, or not?

D8. Do you happen to be a born again or Evangelical Christian, or not?

Total Protestant	53
Evangelical	24
Non-Evangelical	27
Catholic	24
Jewish	2
Orthodox	*
Other religion (non-Christian: Islam, Buddhist, etc.)	13
(VOL.) No religion/Atheist/Agnostic	6
Refused	2
	100

D9. Last year, that is in 1997, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

Less than $10,000	5
$10,000 to under $20,000	9
$20,000 to under $30,000	13
$30,000 to under $50,000	25
$50,000 to under $75,000	21
$75,000 to under $100,000	8
$100,000 or more	8
Don't know/Refused	11
	100

D10. Are you, yourself, of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

Yes	9
No	90
Don't know/Refused	1
	100

D11. What is your race? Are you white, black, Asian, or some other race? Do you consider yourself a WHITE Hispanic/Latino or a BLACK Hispanic/Latino?

White	82
Black/African-American	11
Asian	1
Other or mixed race	3
Don't know/Refused	3
	100

Age of Children:

All aged 10-17	40
All aged 2-9	42
Some of both	18
Refused	*
	100

Any aged 10-17	58
Any aged 2-9	59

Community Size:

Urban	24
Suburban	49
Rural	27
	100

Region:

Northeast	20
Midwest	23
South	35
West	22
	100

SURVEY OF CHILDREN

BEST COPY AVAILABLE

TOPLINE RESULTS
CHILD INTERVIEW

PRINCETON SURVEY RESEARCH ASSOCIATES FOR THE KAISER FAMILY FOUNDATION

N=446 children aged 10-17
Margin of error: plus or minus 5 percentage points
Field period: April 2-23, 1998

1. On an average SCHOOL DAY, Monday through Friday, about how many hours do you spend watching TV?

Hours Watched:	
Five or more	23
Three to four	29
One to two	42
None	4
Don't know/Refused	2
	100

Mean number of hours watched: 3.4

2. On an average WEEKEND DAY, Saturday or Sunday, about how many hours do you spending watching TV?

Hours Watched:	
Five or more	40
Three to four	32
One to two	24
None	2
Don't know/Refused	2
	100

Mean number of hours watched: 4.4

* represents less than 1 percent

3. What's your favorite show on television these days?

Simpsons	10
Seinfeld	6
Rugrats	5
Sports (non-specific)	5
Home Improvement	5
Dawson's Creek	5
MTV	4
Cartoons (non-specific)	4
South Park	3
Friends	2
X-Files	2
USA High	2
Other	51
Don't have a favorite show	9
Don't Know/Refused	2

(Total exceeds 100 percent due to multiple responses)

4. When you watch television, how often is there a parent or another adult in the room with you...

Almost always/(VOL.) Always	14
Most of the time	31
Only sometimes	31
Hardly ever	19
Never	5
Don't know/Refused	*
	100

5. When you watch TV alone or just with your brothers, sisters, or friends, about how often does your parent know WHAT you are watching...

Almost always/(VOL.) Always	34
Most of the time	28
Only sometimes	21
Hardly ever, OR	11
Never?	6
Don't know/Refused	*
	100

6. Does your family have any RULES about when you can watch TV, or about what shows you're allowed to watch?

Yes	56
No	44
Don't know/Refused	*
	100

7. Which of the following rules does your family have...

		Yes, Have This Rule
a.	You can only watch TV after homework or other responsibilities are completed	49
b.	You can only watch TV for a certain amount of time	25
c.	You're not allowed to watch certain shows or kinds of shows	48

8. Since last year, TV shows have been rated to help parents decide whether they're okay for their children and teens to watch. Some of the ratings used are TV-G, TV-PG, and TV-14. Have you seen or heard anything about the TV ratings system?

Yes, aware	80
No, not aware	20
Don't know/Refused	*
	100

QUESTIONS 9-30 WERE ASKED ONLY OF CHILDREN WHO ARE "AWARE" OF THE TV RATINGS SYSTEM (Question 8 = yes). RESPONSES ARE REPORTED BASED ON THE TOTAL SAMPLE AS WELL AS SPECIFICALLY FOR THOSE WHO ARE AWARE OF THE RATINGS.

9. How well would you say you personally understand the TV ratings system...

	Total	*Child Aware of Ratings*[10]
Very well	33	*41*
Somewhat well	33	*41*
Not too well, OR	11	*14*
Not at all well?	3	*4*
Not aware of rating system	20	-
Don't know/Refused	*	*
	100	*100*
		(n=358)

10. Have you ever seen or heard anything -- at school, on television, in newspapers or magazines, or anywhere else -- that explained how to use the TV ratings system and told you what each specific rating means?

	Total	*Child Aware of Ratings*
Yes	44	*55*
No	36	*44*
Not aware of rating system	20	-
Don't know/Refused	*	*1*
	100	*100*
		(n=358)

11. Have you ever talked with one of your parents about the TV ratings system?

	Total	*Child Aware of Ratings*
Yes	19	*24*
No	61	*76*
Not aware of rating system	20	-
Don't know/Refused	*	-
	100	*100*
		(n=358)

[10] These responses are based on those children who said they have heard about the TV ratings system in question 8, and will be referred to as "Child Aware of Ratings" throughout the survey (n=358).

12. As far as you know, are YOUR PARENTS using the TV ratings system to make decisions about what shows you can watch?

	Total	*Child Aware of Ratings*
Yes	32	***40***
No	44	***55***
Not aware of rating system	4	-
Don't know/Refused	20	-
	100	***100***
		(n=358)

QUESTION 13 ASKED OF HALF OF CHILDREN (n=229)

13. Now I'm going to ask if you know the meaning of some different ratings that tell parents how old someone should be to watch a TV show. We don't expect you to know all the answers. If you're not sure what any rating means, just say so and I'll go to the next question. (First,) can you tell me what this rating means...?

a. "TV-MA" (for mature audiences/adults; not for children under 18)

	Total	*Child Aware of Ratings*
Yes, correct response	32	***42***
Yes, incorrect response	2	*3*
No, don't know/Not aware	66	*55*
Refused	-	-
	100	***100***
		(n=180)

b. "TV-14" (directed to audiences aged 14 and older; inappropriate for children under age 14; may contain intense violence, sexual situations, or adult language)

	Total	*Child Aware of Ratings*
Yes, correct response	58	***74***
Yes, incorrect response (directed to children UNDER age 14)	-	-
Yes, other incorrect response	4	*5*
No, don't know/ Not aware of rating system	38	***21***
Refused	-	-
	100	***100***
		(n=180)

13. Continued.

c. "TV-PG" (parental guidance suggested; may be inappropriate for younger children; may contain some violence, sexual situations, or adult language)

	Total	*Child Aware of Ratings*
Yes, correct response	49	*63*
Yes, incorrect response	10	*13*
No, don't know/Not aware of rating system	41	*24*
Refused	-	-
	100	*100*
		(n=180)

d. "TV-G" (appropriate for all ages; general audience)

	Total	*Child Aware of Ratings*
Yes, correct response	40	*52*
Yes, incorrect response	20	*25*
No, don't know/Not aware of rating system	40	*23*
Refused	-	-
	100	*100*
		(n=180)

QUESTION 14 ASKED OF HALF OF CHILDREN (n=217)

14. Now I'm going to ask if you know the meaning of some different letters the ratings system uses to tell parents about the content of a TV show. We don't expect you to know all the answers. If you're not sure what any rating means, just say so and I'll go to the next question. One of these letters is...**(INSERT--READ AND ROTATE)** Can you tell me what this letter stands for?

a. "D" as in "David" (adult dialogue)

	Total	*Child Aware of Ratings*
Yes, correct response	4	*6*
Yes, incorrect response	2	*2*
No, don't know/Not aware of rating system	94	*92*
Refused	-	-
	100	*100*
		(n=178)

b. "FV" as in "Frank Victor" (fantasy violence; cartoon violence)

	Total	*Child Aware of Ratings*
Yes, correct response	3	*4*
Yes, partially correct response (violence)	2	*2*
Yes, other incorrect response	6	*7*
No, don't know/Not aware of rating system	89	*87*
Refused	-	-
	100	*100*
		(n=178)

c. "S" as in "Sam" (sexual content)

	Total	*Child Aware of Ratings*
Yes, correct response	17	*20*
Yes, incorrect response	3	*3*
No, don't know/Not aware of rating system	80	*77*
Refused	*	-
	100	*100*
		(n=178)

14. Continued.

d. "L" as in "Larry" (coarse language)

	Total	*Child Aware of Ratings*
Yes, correct response	25	*30*
Yes, incorrect response	3	*4*
No, don't know/Not aware of rating system	72	*66*
Refused	-	-
	100	*100*
		(n=178)

e. "V" as in "Victor" (violent content)

	Total	*Child Aware of Ratings*
Yes, correct response	36	*43*
Yes, incorrect response	1	*2*
No, don't know/Not aware of rating system	63	*55*
Refused	*	
	100	*100*
		(n=178)

15. Do you know where you can find out what a TV show has been rated?

16. Where can you find out? **PROBE FOR FULL RESPONSE:** Anywhere else?

	Total	*Child Aware of Ratings*
Total yes, named any specific source	51	*64*
TV Guide	18	*22*
Newspaper	5	*6*
TV screen	36	*45*
Other place	2	*5*
Yes, but did not name specific source	1	*2*
No, don't know where	27	*34*
Not aware of rating system	20	-
Don't know/Refused	1	-
	100	*100*
		(n=358)

(Total of specific yes responses exceeds 51 and 64 percent due to multiple responses)

17. The rating appears on your TV screen for about 15 seconds at the start of a show. Do you notice a show's rating on your TV screen...

	Total	*Child Aware of Ratings*
Often	46	*57*
Sometimes	26	*32*
Hardly ever	6	*8*
Never	2	*2*
Not aware of rating system	20	-
Don't know/Refused	*	*1*
	100	*100*
		(n=358)

18. Do you ever want to see a show's rating on your TV screen but MISS it because you are distracted or not paying close enough attention?

	Total	*Child Aware of Ratings*
Yes	45	*56*
No	34	*43*
Not aware of rating system	20	-
Don't know/Refused	1	*1*
	100	*100*
		(n=358)

19. When you watch a television show, how often do you know its rating?

	Total	*Child Aware of Ratings*
Almost always/(VOL.) Always	16	*20*
Most of the time	24	*30*
Only sometimes	26	*33*
Hardly ever	11	*13*
Never	3	*4*
Not aware of rating system	20	-
Don't know/Refused	*	*
	100	*100*
		(n=358)

20. Where are you MOST likely to find out how a TV show has been rated? Do you see it...

	Total	*Child Aware of Ratings*
In TV Guide or the newspaper TV listings	17	*22*
On screen at the beginning of a show, OR	60	*74*
Somewhere else	3	*4*
Not aware of rating system	20	-
Don't know/Refused	*	*
	100	*100*
		(n=358)

21. Have you ever talked about a specific TV show's rating with a PARENT?

	Total	*Child Aware of Ratings*
Yes	18	*22*
No	62	*78*
Not aware of rating system	20	-
Don't know/Refused	*	-
	100	*100*
		(n=358)

22. Have you ever talked about a specific TV show's rating with a FRIEND?

	Total	*Child Aware of Ratings*
Yes	20	*26*
No	60	*74*
Not aware of rating system	20	-
Don't know/Refused	*	-
	100	*100*
		(n=358)

23. Does your family have a rule that you're not allowed to watch TV shows that have certain ratings?

	Total	*Child Aware of Ratings*
Yes	30	*38*
No	14	*17*
No rules about TV at all/ Not aware of rating system	55	*44*
Don't know/Refused	1	*1*
	100	*100*
		(n=358)

24. Please tell me whether or not you're allowed to watch shows with the following ratings. (First,) are you allowed to watch most shows rated or not?

		Allowed To Watch	Not Allowed To Watch	Don't Know/ No Rule	Refused	
a.	TV-PG	28	2	70	*	=100
	Child Aware of Ratings (n=358)	***35***	***2***	***62***	***1***	***=100***
b.	TV-14	19	9	70	2	=100
	Child Aware of Ratings (n=358)	***24***	***12***	***62***	***2***	***=100***
c.	TV-MA	5	16	70	9	=100
	Child Aware of Ratings (n=358)	***7***	***21***	***62***	***10***	***=100***
d.	TV-Y7	24	1	70	5	=100
	Child Aware of Ratings (n=358)	***31***	***1***	***62***	***6***	***=100***
e.	"S" as in "Sam"	4	12	70	14	=100
	Child Aware of Ratings (n=358)	***5***	***15***	***62***	***18***	***=100***
f.	"L" as in "Larry"	6	9	70	15	=100
	Child Aware of Ratings (n=358)	***8***	***11***	***62***	***19***	***=100***
g.	"V" as in "Victor"	8	10	70	12	=100
	Child Aware of Ratings (n=358)	***10***	***13***	***62***	***15***	***=100***
h.	"D" as in "David"	5	7	70	18	=100
	Child Aware of Ratings (n=358)	***6***	***10***	***62***	***22***	***=100***
i.	"FV" as in "Frank Victor"	4	10	70	16	=100
	Child Aware of Ratings (n=358)	***5***	***12***	***62***	***21***	***=100***

25. Have you ever watched a TV show with a rating you're not supposed to watch because you were curious about it?

	Total	*Child Aware of Ratings*	*Child has Rules About Ratings*[11]
Yes	13	***16***	42
No	17	***22***	***57***
No rules about shows with specific ratings/ Not aware of rating system	70	***62***	-
Don't know/Refused	*	*	***1***
	100	***100***	***100***
		(n=358)	(n=138)

26. Please tell me if each of the following ratings makes you MORE interested or LESS interested in watching a TV show, or if the rating doesn't make much difference either way. (First,) Does the rating...**(INSERT ITEM--ROTATE a-d THEN ROTATE e-i)** make you more interested or less interested in watching a show-- or doesn't it make much difference either way?

		More Interested	Less Interested	Doesn't Make Much Difference	Not Aware of Rating System	Don't Know/ Refused
a.	TV-PG, parental guidance suggested, for shows which may not be suitable for younger children	14	10	56	20	* =100
	Child Aware of Ratings (n=358)	***18***	***12***	***70***	-	**** =100***
b.	TV-14, parents strongly cautioned, for shows which may not be suitable for children under 14	14	14	51	20	1 =100
	Child Aware of Ratings (n=358)	***17***	***19***	***63***	-	***1 =100***
c.	TV-MA, mature audiences only, for shows which may not be suitable for children under 17	17	22	39	20	2 =100
	Child Aware of Ratings (n=358)	***21***	***27***	***49***	-	***3 =100***

[11] These responses are based on those children who said they have rules based on the TV ratings, in question 23 (n=138).

26. Continued.

		More Interested	Less Interested	Doesn't Make Much Difference	Not Aware of Rating System	Don't Know/ Refused	
d.	TV-Y7, directed to older children, for shows designed for children aged 7 and older	13	22	45	20	*	=100
	Child Aware of Ratings (n=358)	***16***	***28***	***56***	-	-	***=100***
e.	"S" for sexual content	9	35	35	20	1	=100
	Child Aware of Ratings (n=358)	***11***	***44***	***44***	-	***1***	***=100***
f.	"L" for adult language	6	21	52	20	1	=100
	Child Aware of Ratings (n=358)	***8***	***26***	***65***	-	***1***	***=100***
g.	"V" for violent content	20	19	40	20	1	=100
	Child Aware of Ratings (n=358)	***26***	***23***	***50***	-	***1***	***=100***
h.	"D" for adult dialogue	6	26	44	20	4	=100
	Child Aware of Ratings (n=358)	***8***	***33***	***55***	-	***4***	***=100***
i.	"FV" for fantasy or cartoon violence	16	18	46	20	*	=100
	Child Aware of Ratings (n=358)	***20***	***22***	***57***	-	***1***	***=100***

27. Have your parents ever stopped you from watching a TV show because it had a certain rating?

	Total	*Child Aware of Ratings*
Yes	36	*45*
No	43	*54*
Not aware of rating system	20	-
Don't know/Refused	1	*1*
	100	*100*
		(n=358)

28. Have you ever watched a TV show you wouldn't normally watch because it had a certain rating?

	Total	*Child Aware of Ratings*
Yes	19	*23*
No	60	*75*
Not aware of rating system	20	-
Don't know/Refused	1	*2*
	100	*100*
		(n=358)

29. Have YOU ever decided NOT to watch a show because it had a certain rating?

	Total	*Child Aware of Ratings*
Yes	36	*45*
No	43	*54*
Not aware of rating system	20	-
Don't know/Refused	1	*1*
	100	*100*
		(n=358)

30. When this happens, is it usually because...

Based on all who decide NOT to watch a show because of its rating; n=162

Your parents wouldn't want you to watch the show, OR	40
You think the show is meant for younger kids, OR	26
Some other reason?	27
Don't know/Refused	7
	100

31. There is a new technology called the "V-chip" that will allow parents to block access to TV shows that get certain ratings, so their kids won't be able to watch. Do you expect YOUR PARENTS to get a V-chip for your home soon after it becomes available later this year, or not?

Yes, will get one	20
No, will not	67
(VOL.) Already have	1
Don't know/Refused	12
	100

32. Whether or not you expect your own parents to get one, do you think the new V-chip technology is a good idea or a bad idea?

Good idea	78
Bad idea	13
(VOL.) Some good/Some bad	5
Don't know/Refused	4
	100

33. If your parents used a V-chip to block your access to TV shows with certain ratings, do you think you'd try to find a way to watch these shows anyway?

Yes, would try	35
No, would not	61
Don't know/Refused	4
	100

34. Which of the following do you spend the most time watching...

Major networks (ABC, CBS, NBC and FOX)	37
PBS / public television	3
Shows on cable channel	57
(VOL.) Other	2
(VOL.) Never watches TV	*
Don't know/Refused	1
	100

35. Finally, please tell me whether or not you've ever done each of the following. Have you...

		Yes, Have Done
a.	Watched the cable TV show "South Park"?	43
b.	Watched an R-rated movie with your parents in the theater or on video?	79
c.	Watched an R-rated movie on your own when your parents didn't know about it?	47

The Henry J. Kaiser Family Foundation
2400 Sand Hill Road
Menlo Park, CA 94025

650-854-9400 Facsimile: 650-854-4800

Washington Office:
1450 G Street N.W., Suite 250
Washington, DC 20005

202-347-5270 Facsimile: 202-347-5274

http://www.kff.org

Additional free copies of this publication (#1398) are available by calling the Kaiser Family Foundation's publication request line at 1-800-656-4533.

96-1741-02

National Surveys of Parents and Children

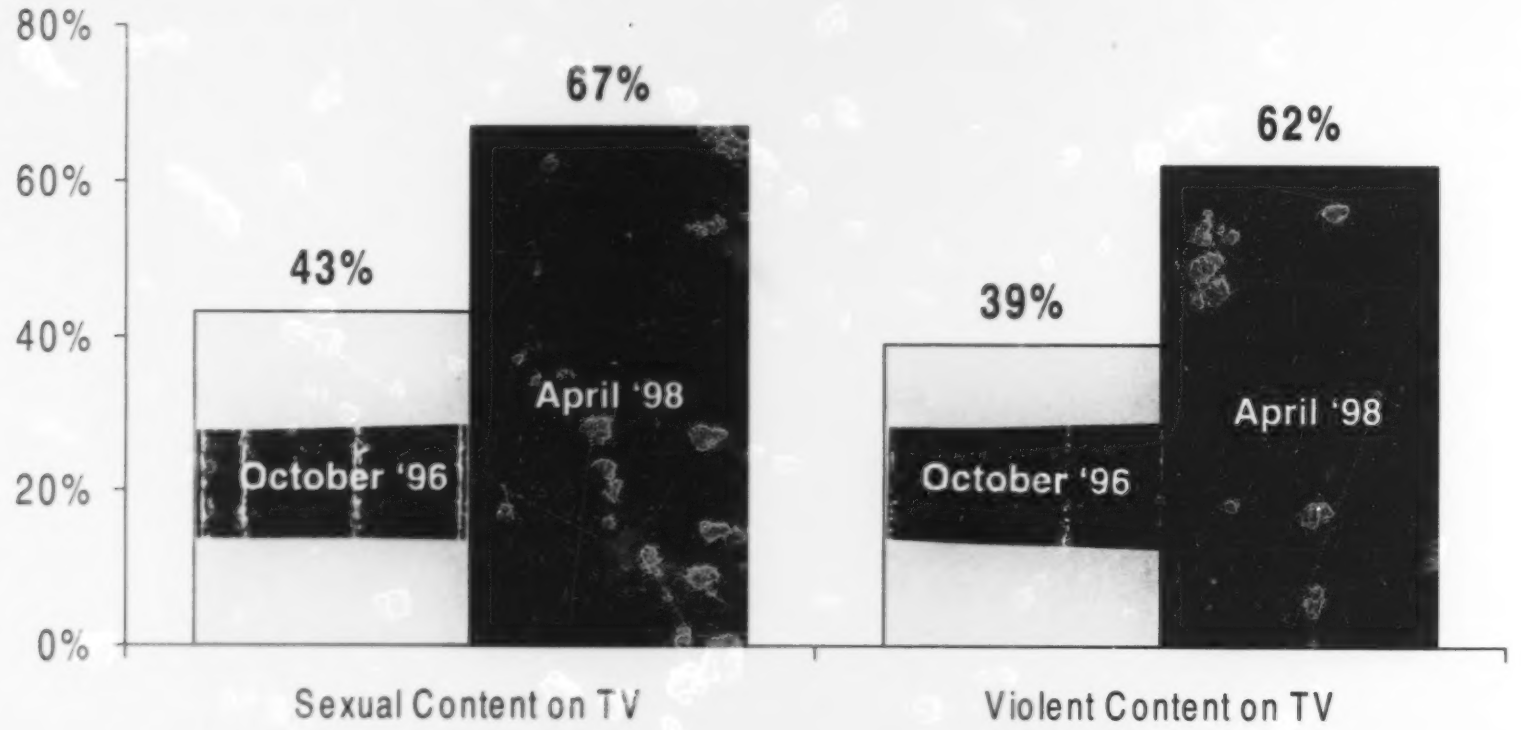
Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart Pack

Chart 1

Parental Concern About TV Content

Percent of **parents of 2-17 year olds** today, as compared to 1 1/2 years ago, who say they are concerned "a great deal" that their children are being exposed to too much...



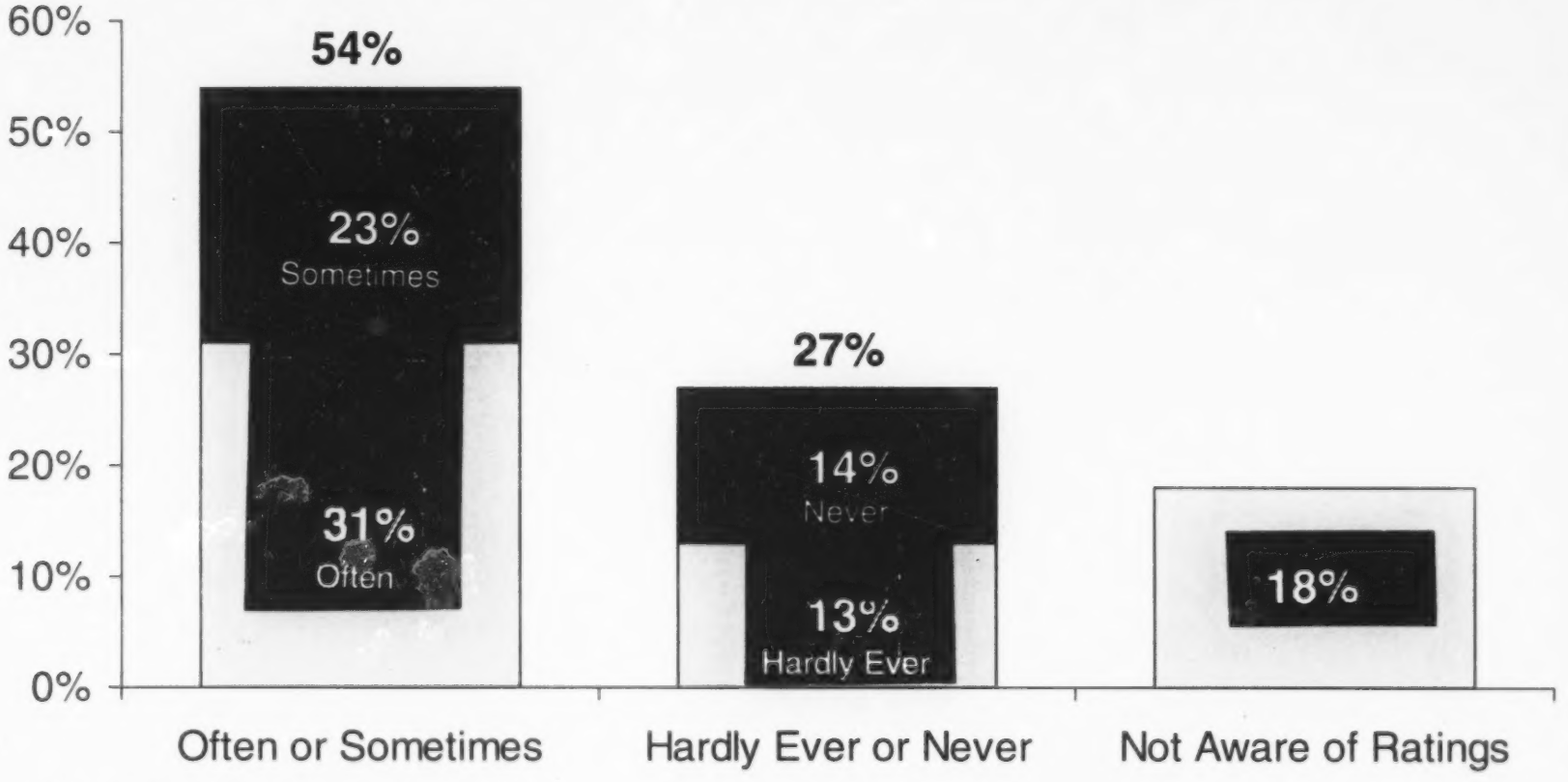
Sources: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998; A Kaiser Family Foundation and Children Now National Survey: Parents Speak Up About Television Today, December 1996

BEST COPY AVAILABLE

Chart 2

Parents' Use of the TV Ratings System

Percent of **parents of 2-17 year olds** who use the TV ratings system to help make decisions about what shows their children watch...



77

78

*Don't know/Refused responses not shown.

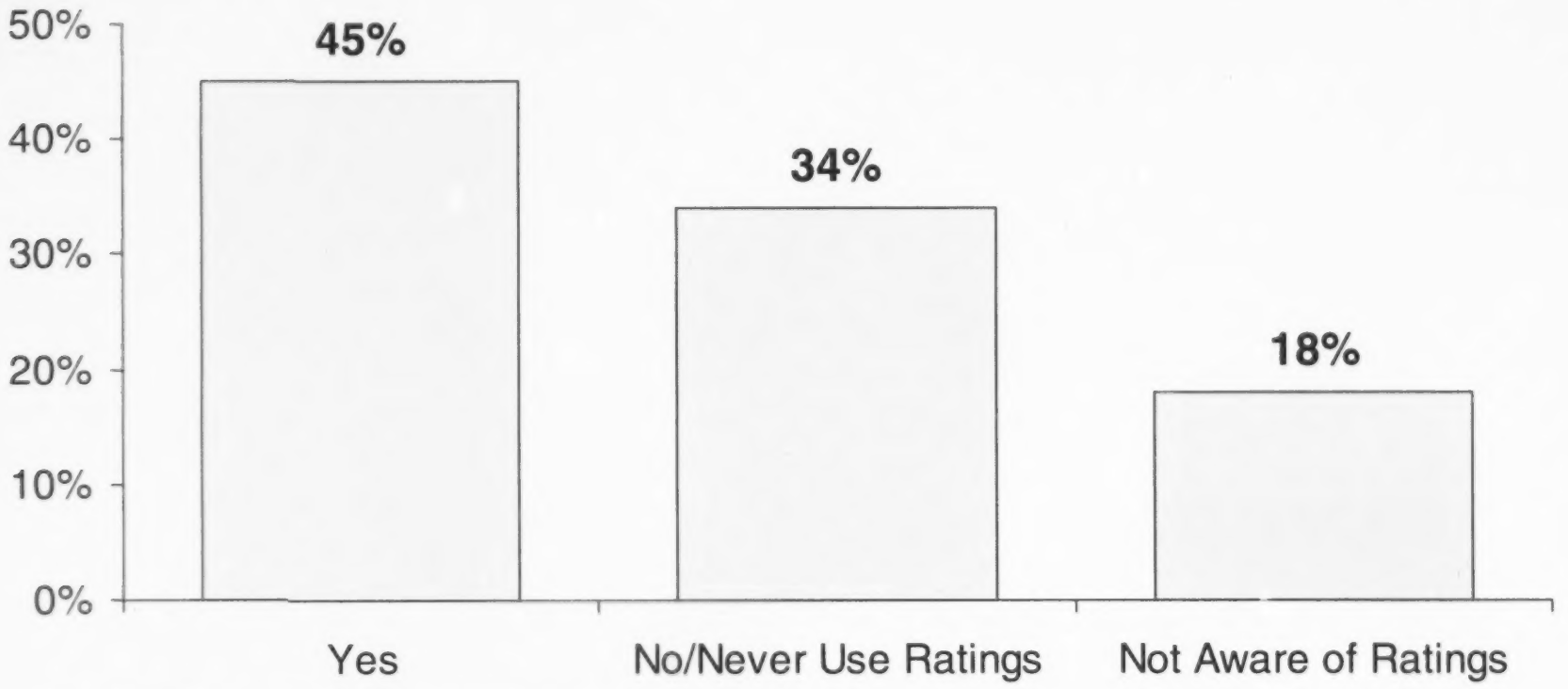
Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 3

TV Ratings' Impact on What Kids Watch

What parents say...

Percent of **parents of 2-17 year olds** who say they have ever stopped one of their children from watching a TV show because of its rating...



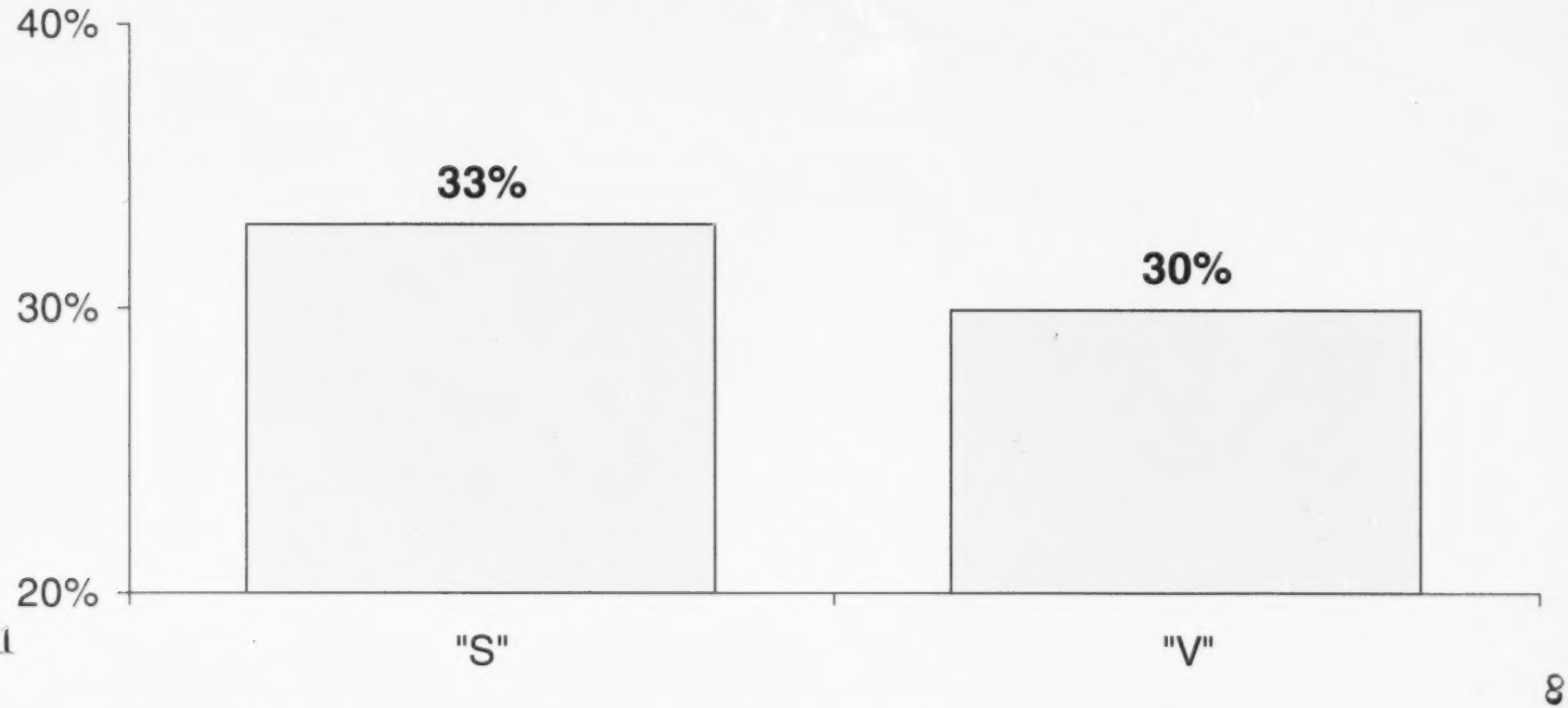
*Don't know/Refused/"Stopped for other reason" responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 4

Ratings Most Likely to Cause a Parent to Stop a Child from Watching a Show

Percent of **parents of 2-17 year olds** who say the rating "S" or "V" has caused them to stop one of their children from watching a TV show...



81

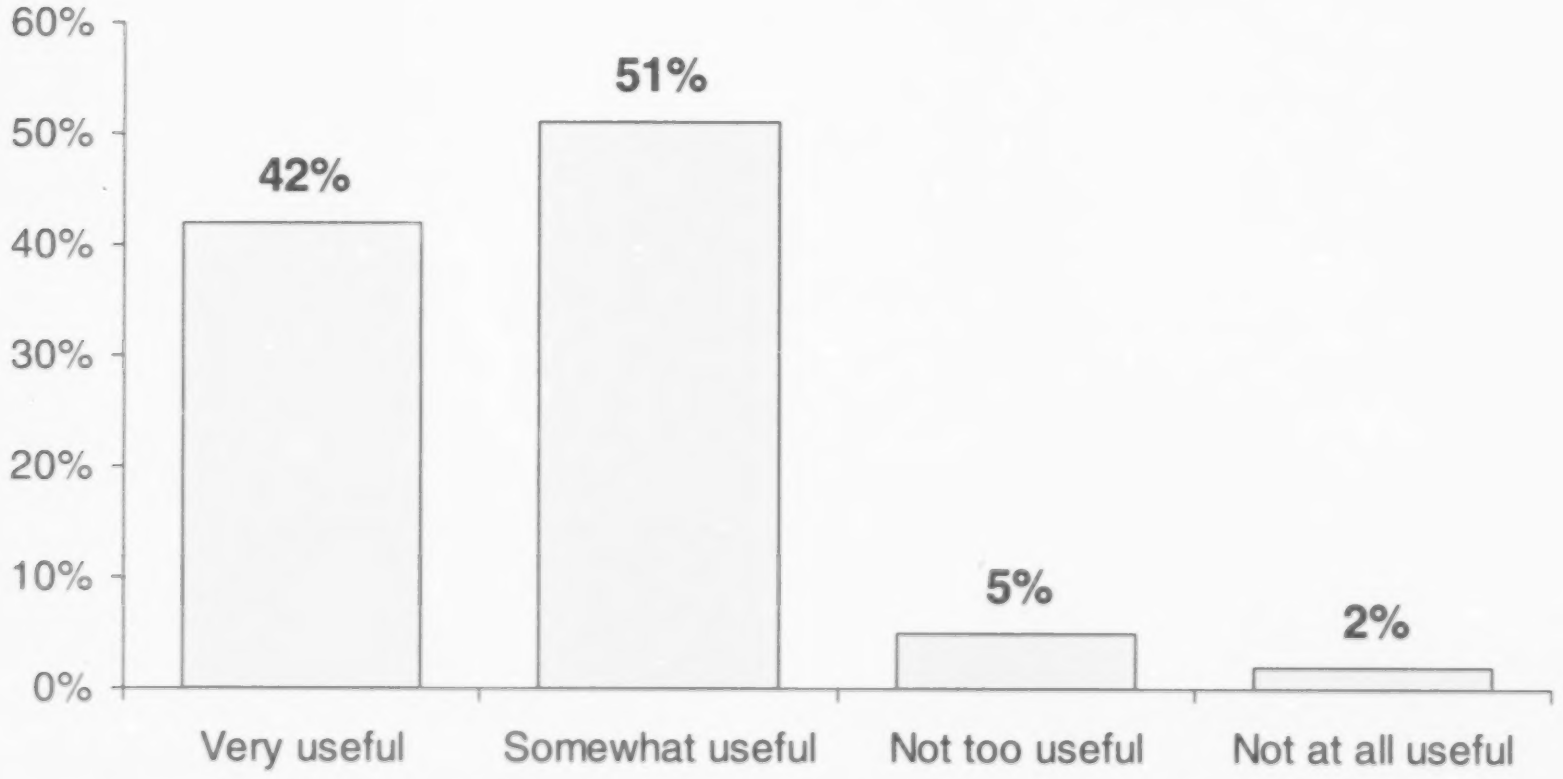
82

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 5

Usefulness of the TV Ratings

Of **parents of 2-17 year olds** who have ever used the TV ratings, the percent who say they have been useful in helping guide their family's choices...

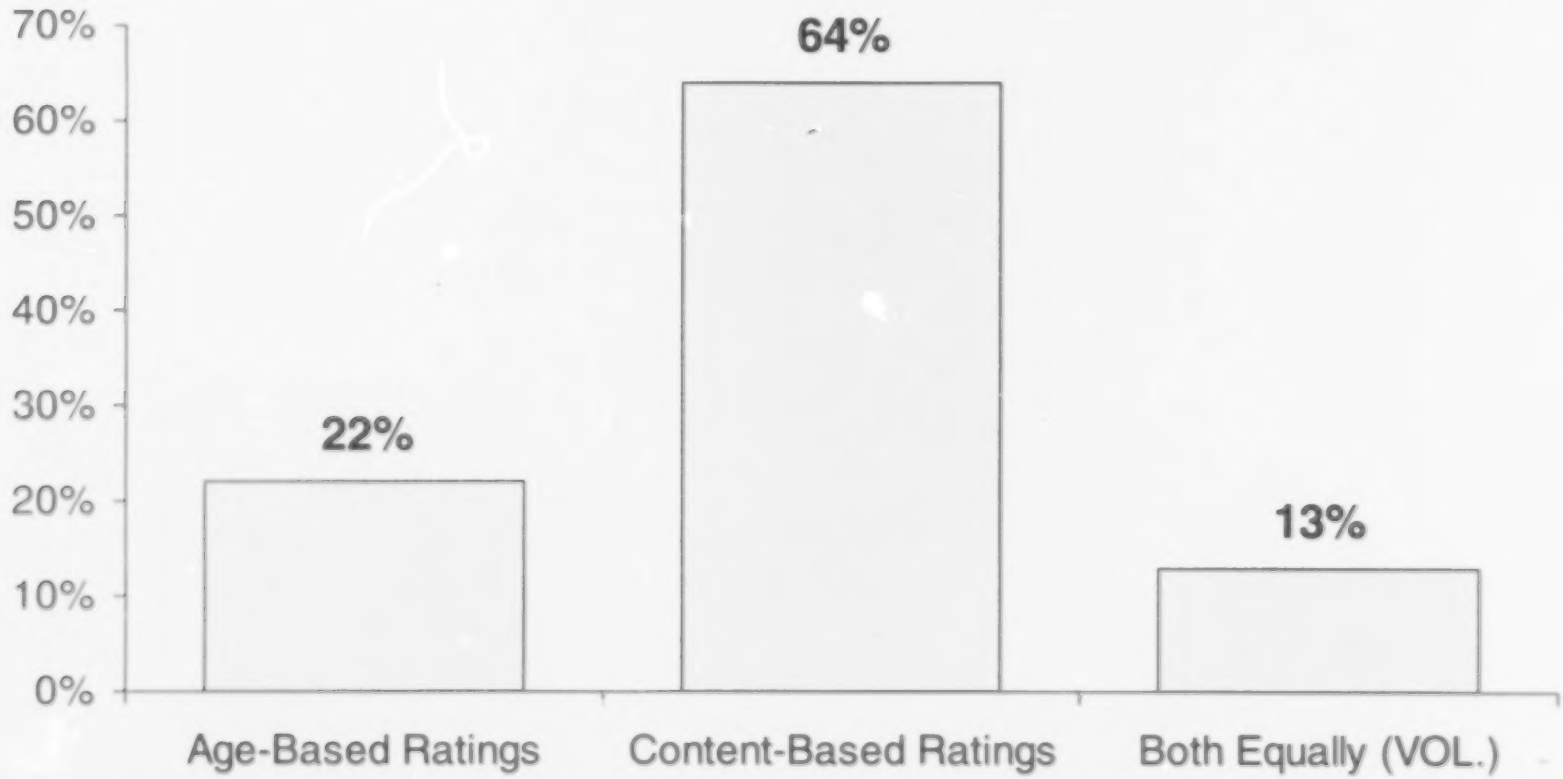


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 6

Usefulness of the TV Ratings

Of **parents of 2-17 year olds** who use the TV ratings, which part of the rating is most useful to them...



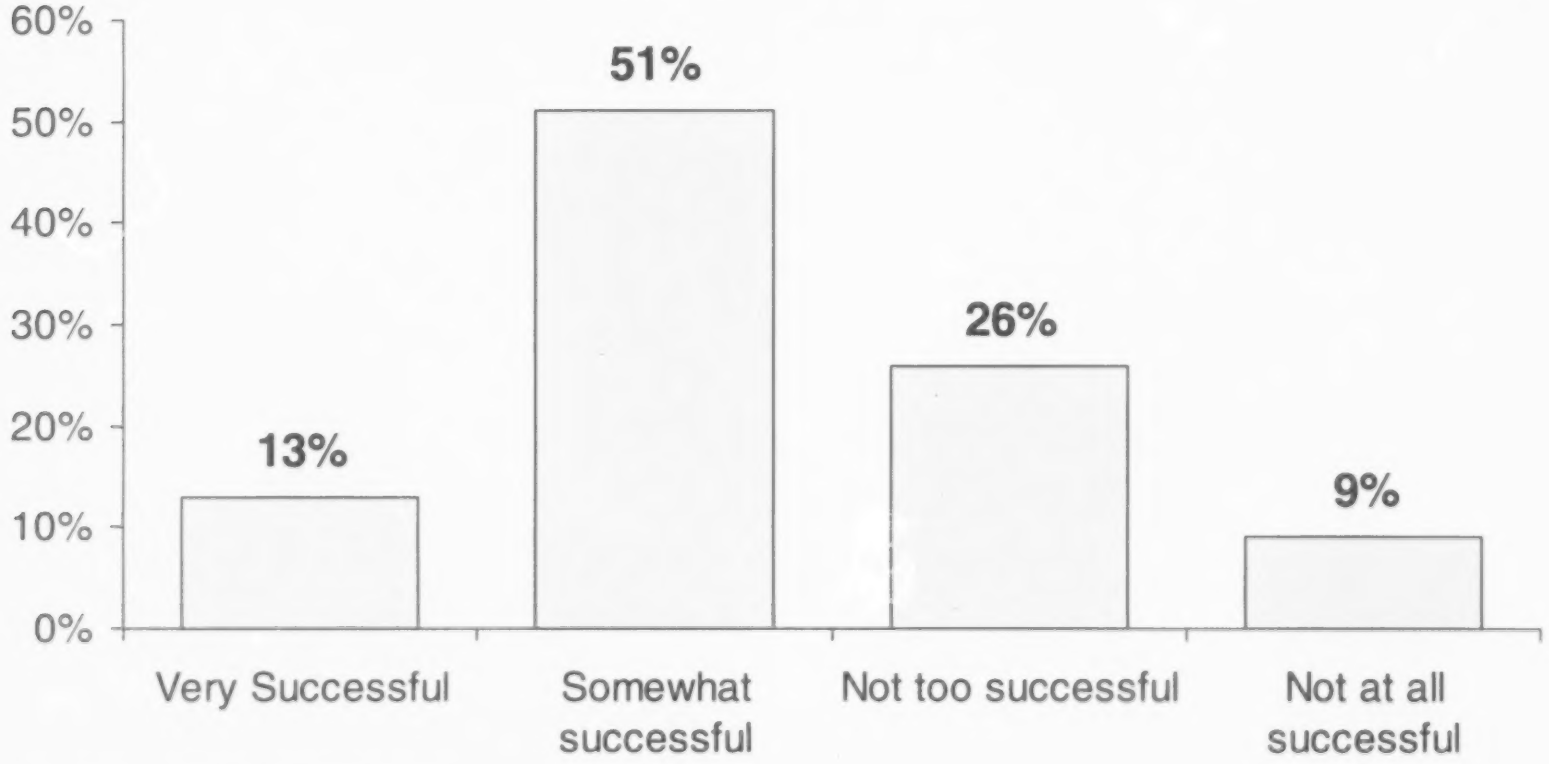
*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 7

Effectiveness of the TV Ratings

Of **parents of 2-17 year olds** who use the ratings, the percent who say how successful the TV ratings system has been in keeping children from being exposed to inappropriate material...



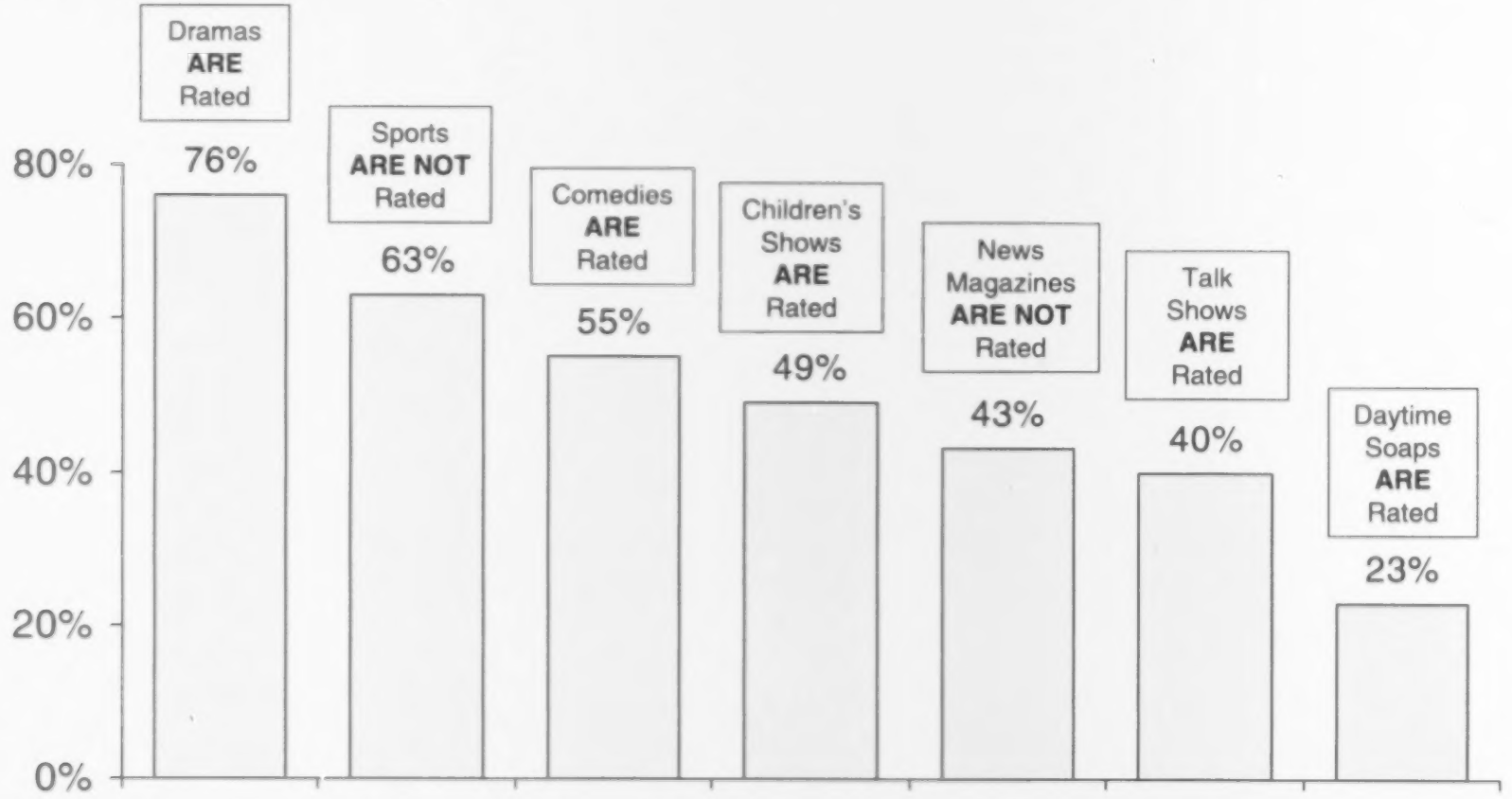
*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 8

Parents' Understanding of Which Shows are Rated

Of **parents of 2-17 year olds** who are aware of the ratings, the percent who know that...

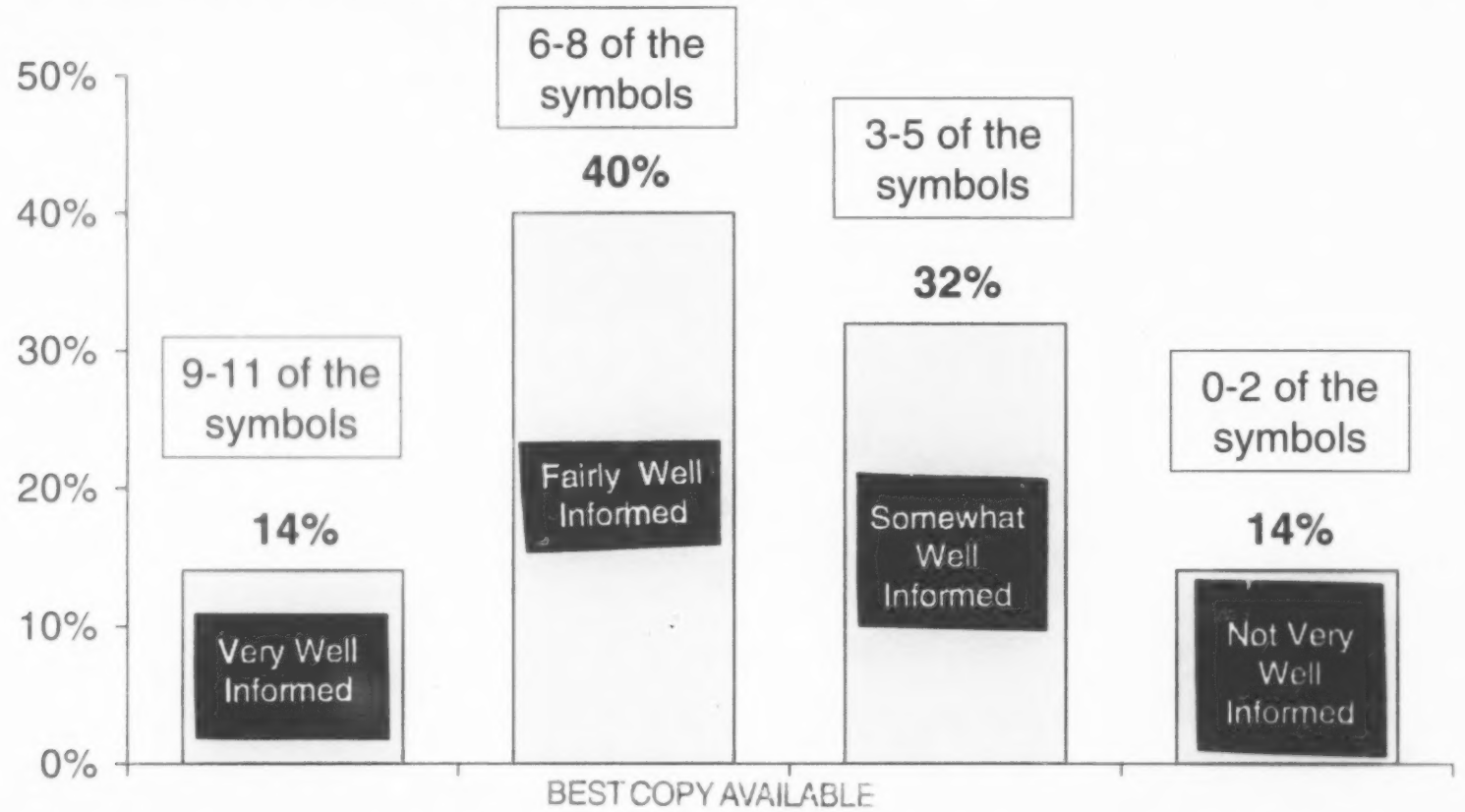


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 9

Parents' Understanding of the Ratings Symbols

Of **parents of 2-17 year olds** who are aware of the TV ratings system, the percent who can accurately define...



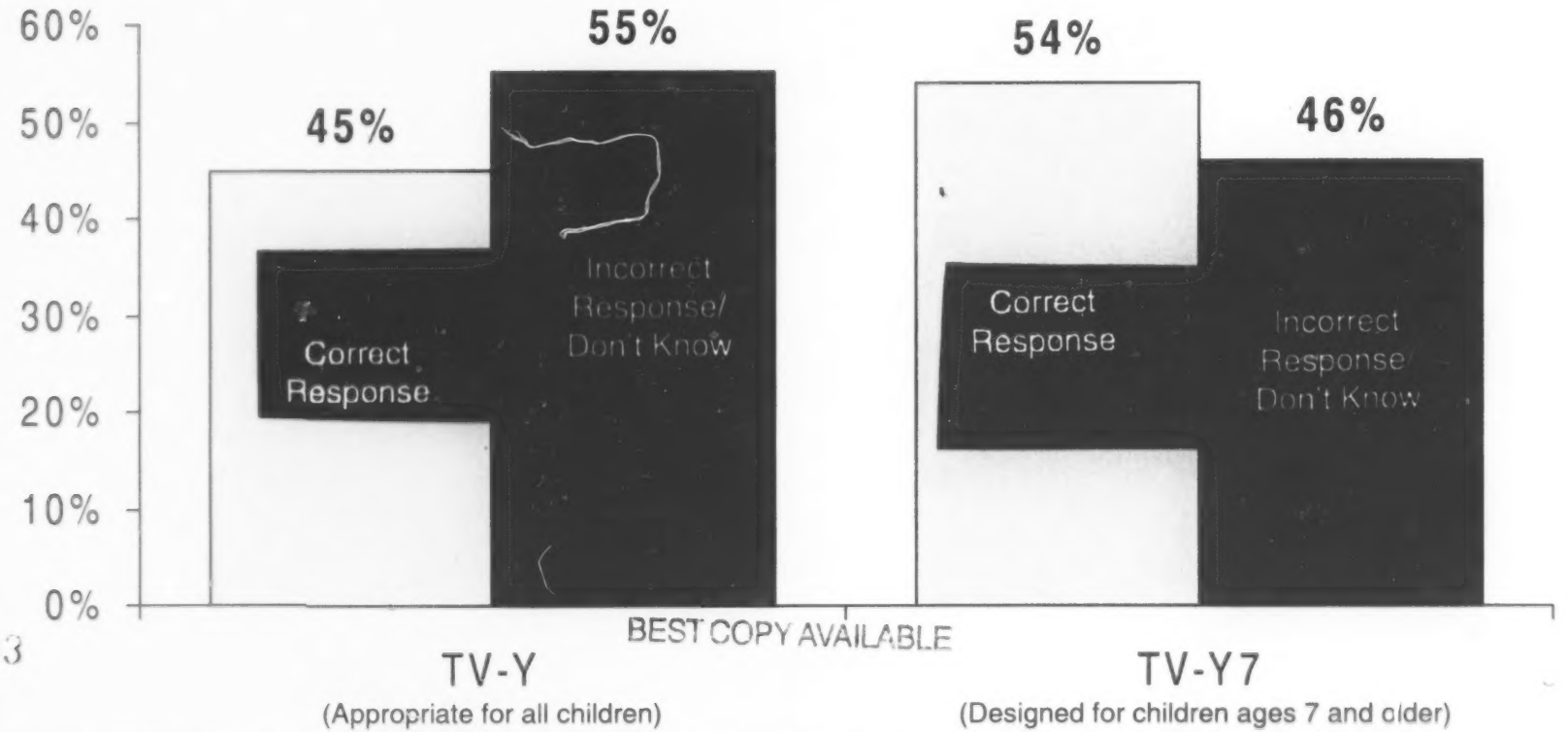
BEST COPY AVAILABLE

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 10

Parents' Understanding of the Ratings for Children's Shows

Of **parents with children under 10 years old** who are aware of the ratings, the percent who can define the ratings symbols for children's programs...



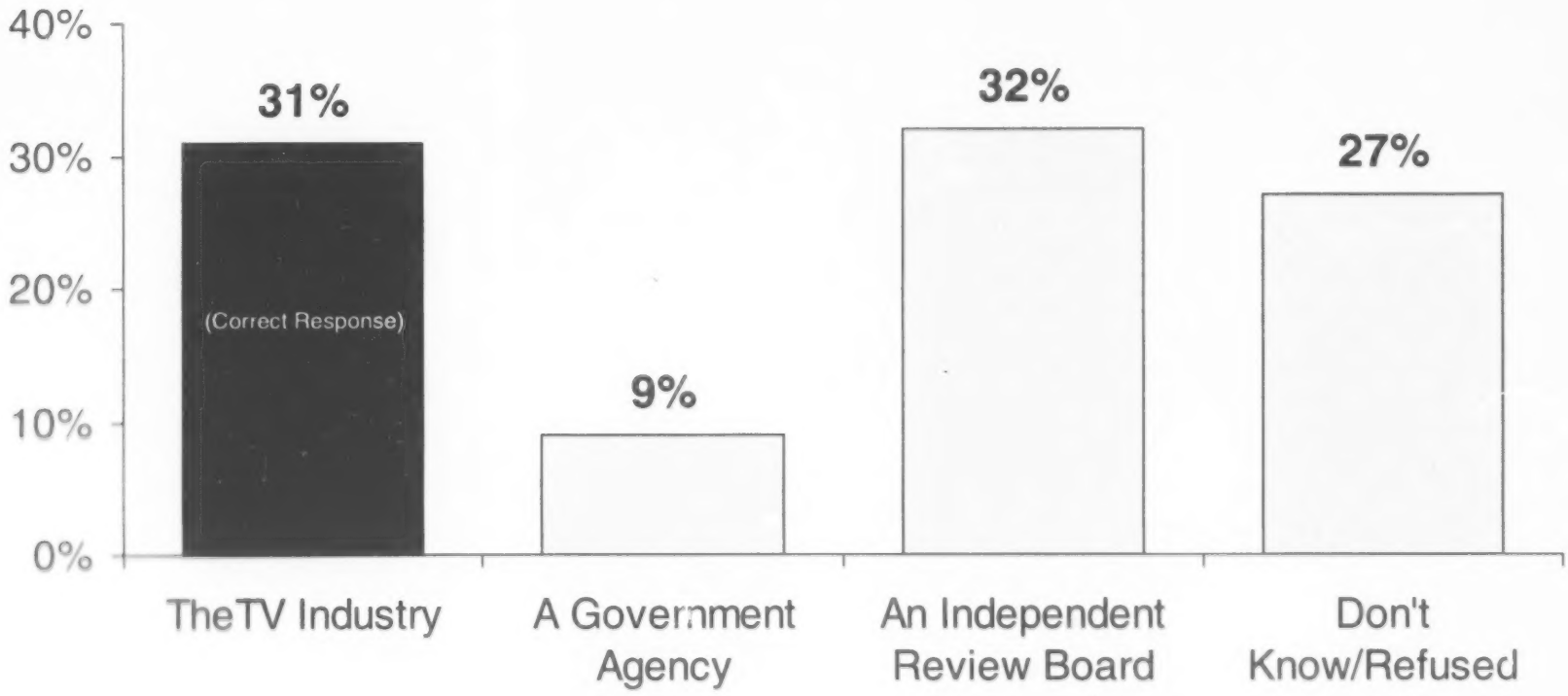
Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

BEST COPY AVAILABLE

Chart 11

Parents' Understanding of Who Rates TV Shows

Of **parents of 2-17 year olds** who are aware of the ratings, the percent who think ... is responsible for rating TV shows.



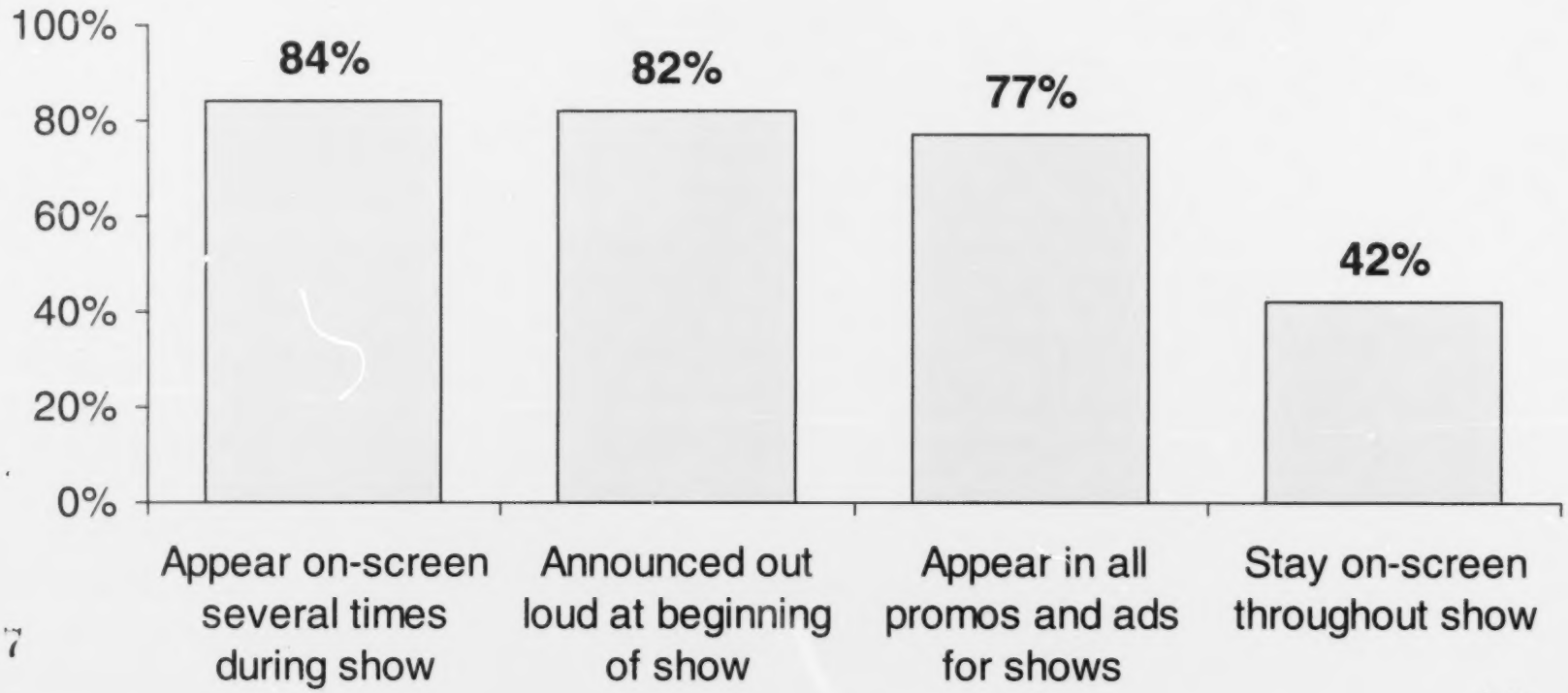
* "Other" responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 12

Changes Parents Want in the TV Ratings

Of **parents of 2-17 year olds** who use the system, the percent who say they would like to see the rating symbol...

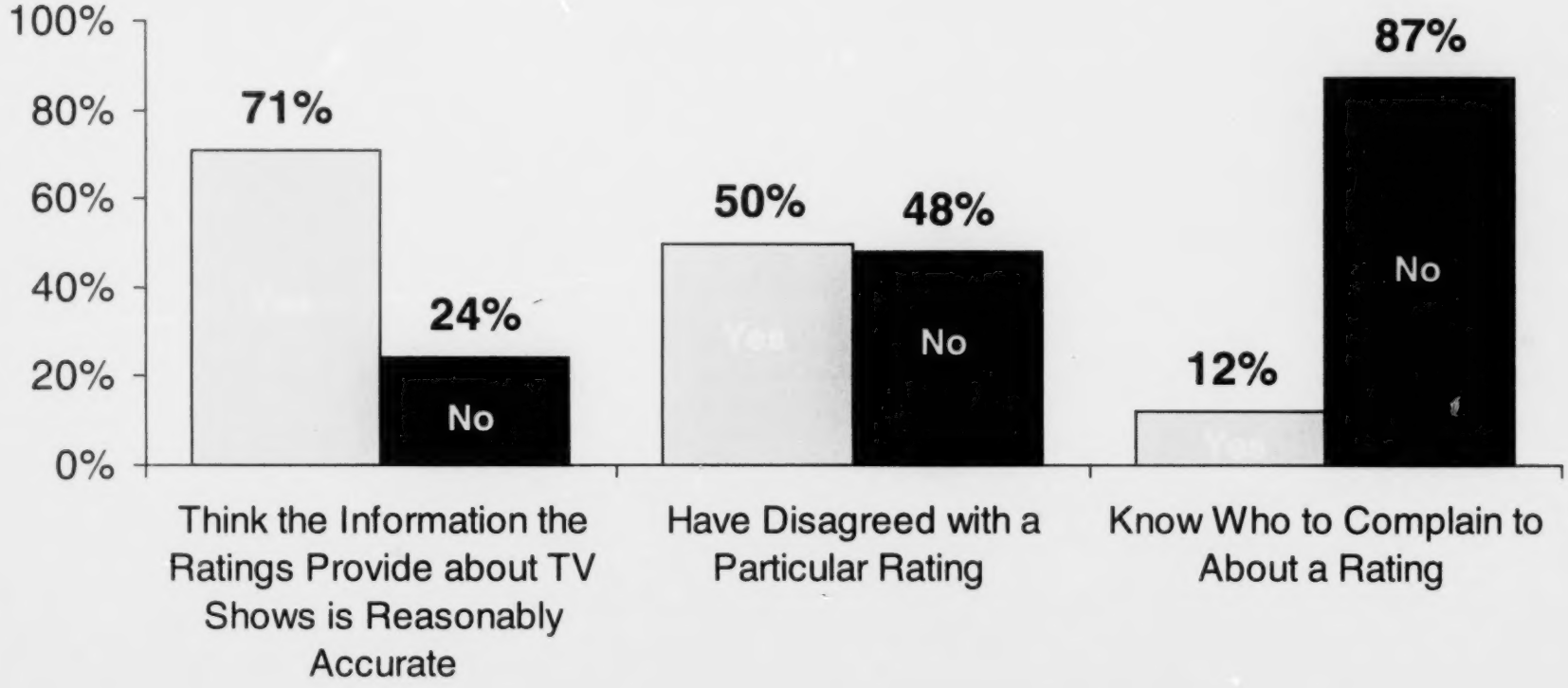


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 13

Perceived Accuracy of TV Ratings

Of **parents of 2-17 year olds** who use the ratings, the percent who...



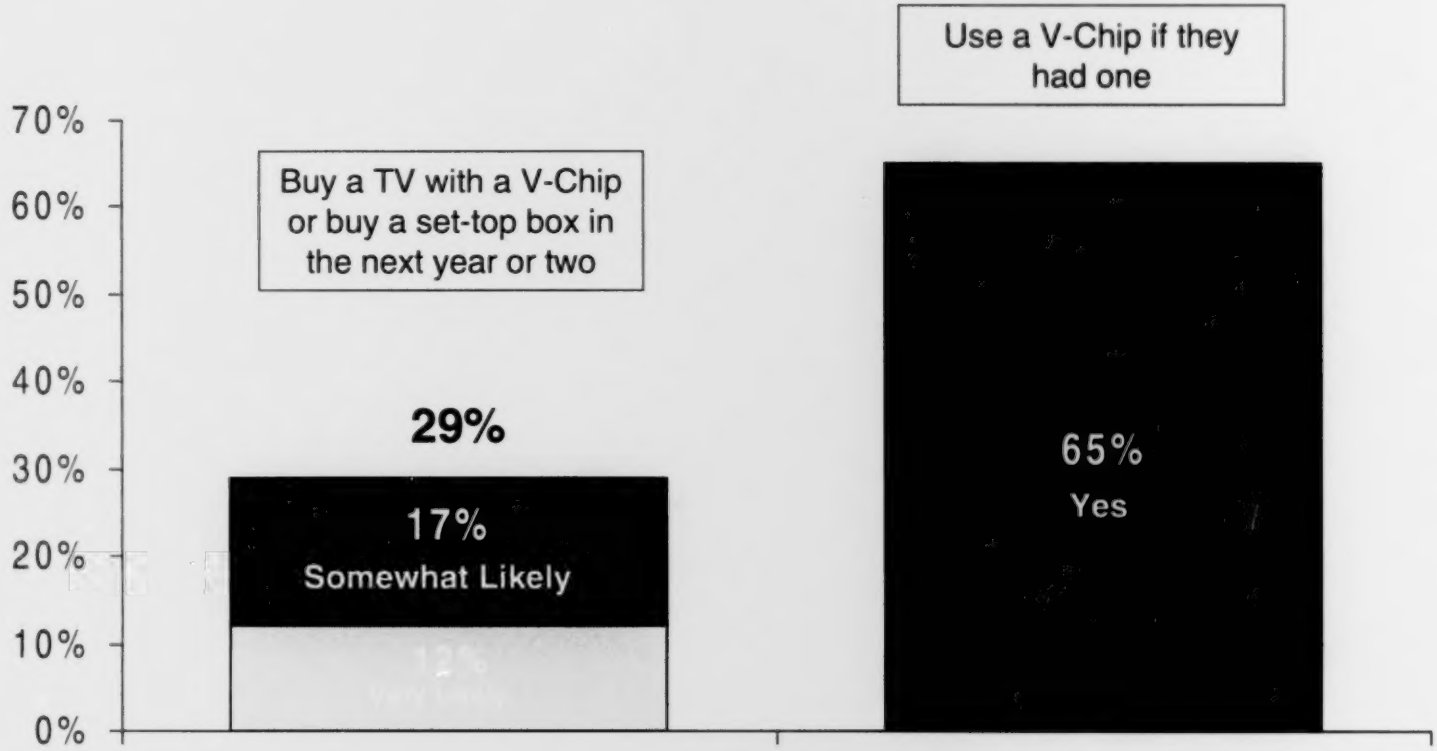
*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 14

Parents' Plans for the V-Chip

Percent of **parents of 2-17 year olds** who would…



101

102

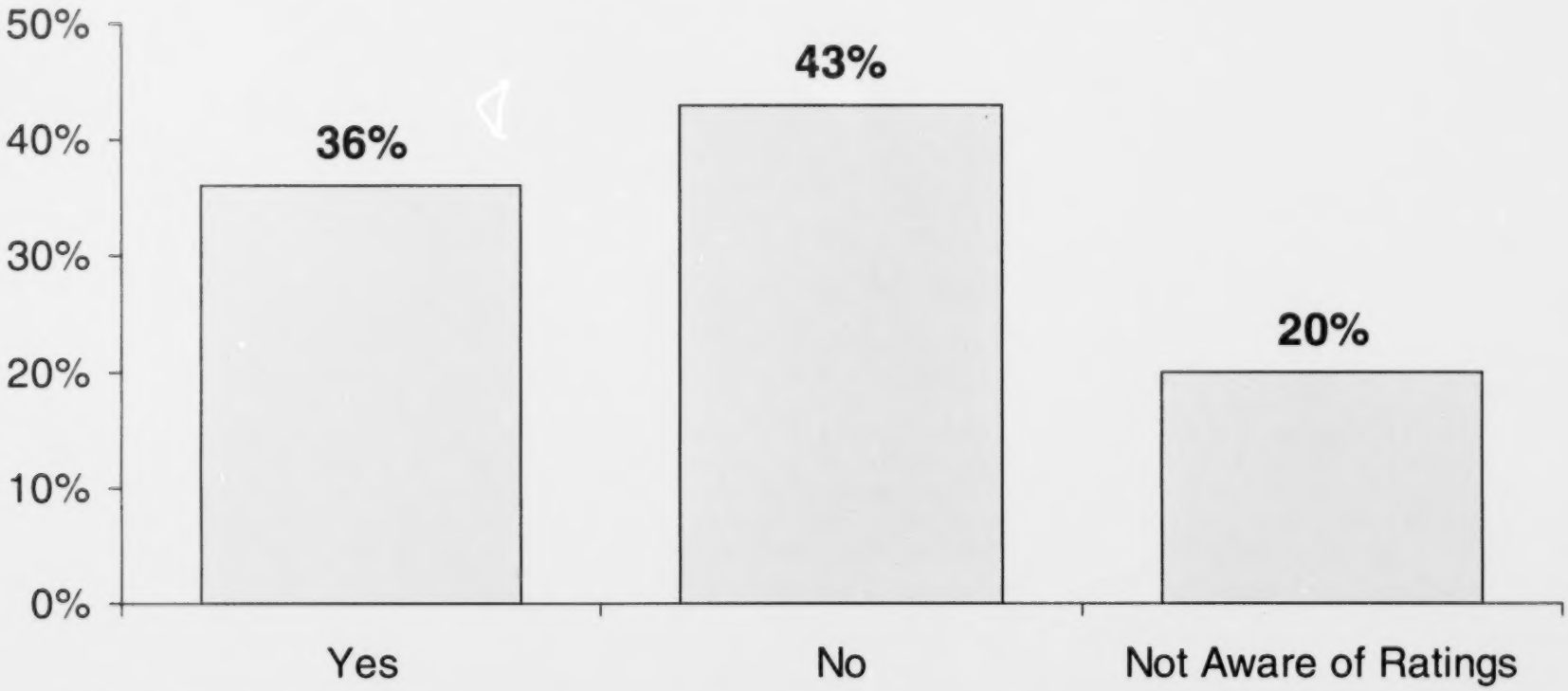
Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 15

TV Ratings' Impact on What Kids Watch

What children say...

Percent of **children ages 10-17** who say a parent has ever stopped them from watching a TV show because of its rating...



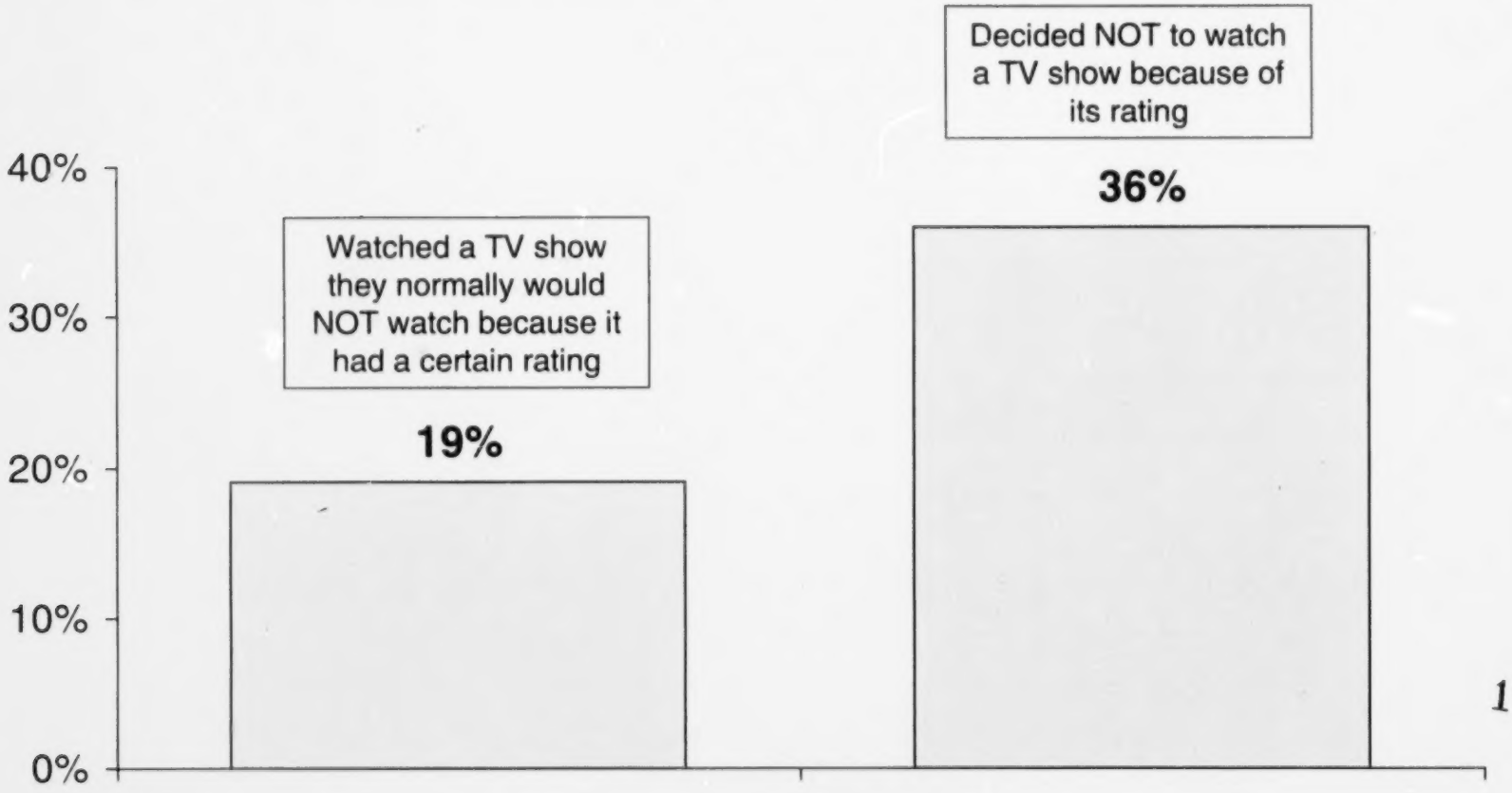
*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 16

Children's Use of the TV Ratings

Percent of **children 10-17 years old** who have ever...

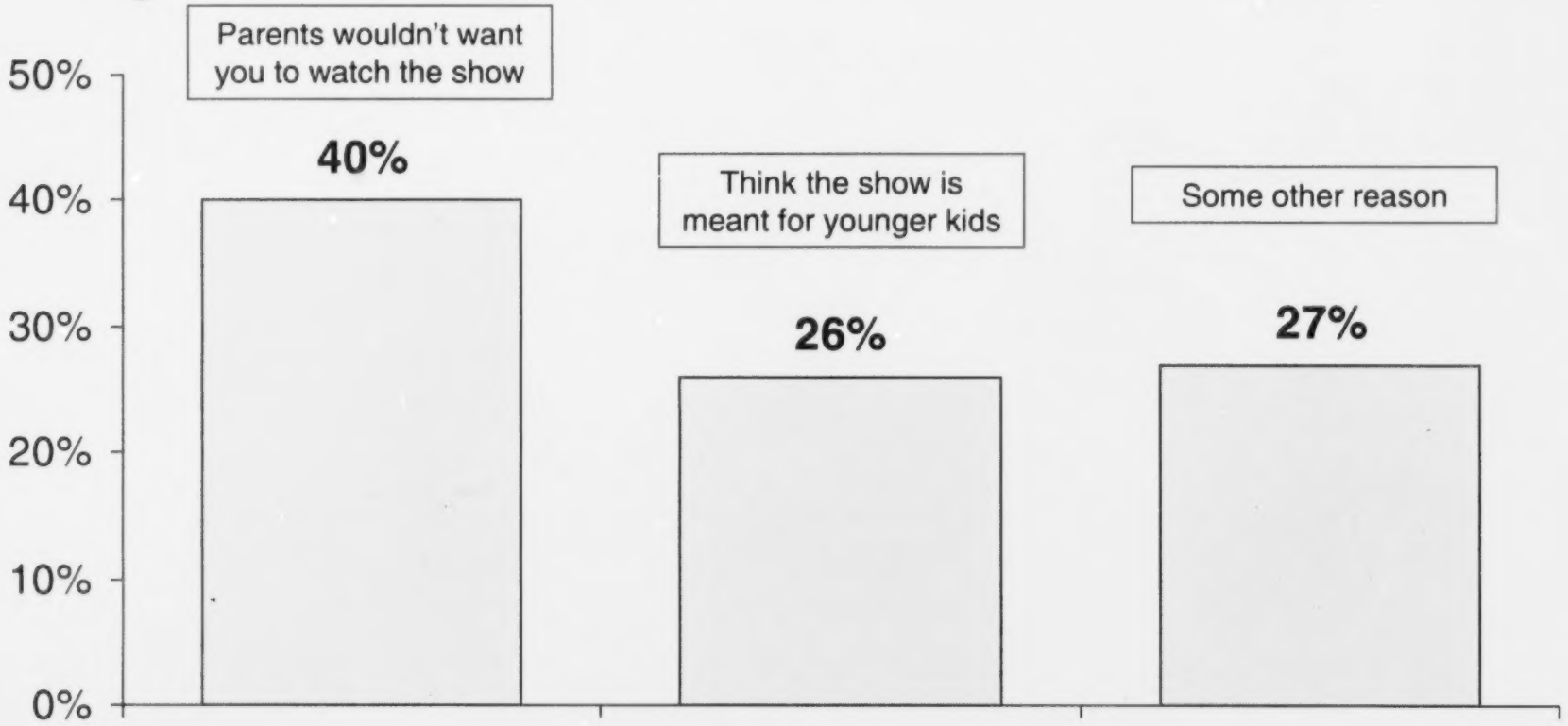


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 17

Children's Use of the TV Ratings

Among **children 10-17 years old** who have ever decided not to watch a show, the reasons they have decided NOT to watch a show with a certain rating…



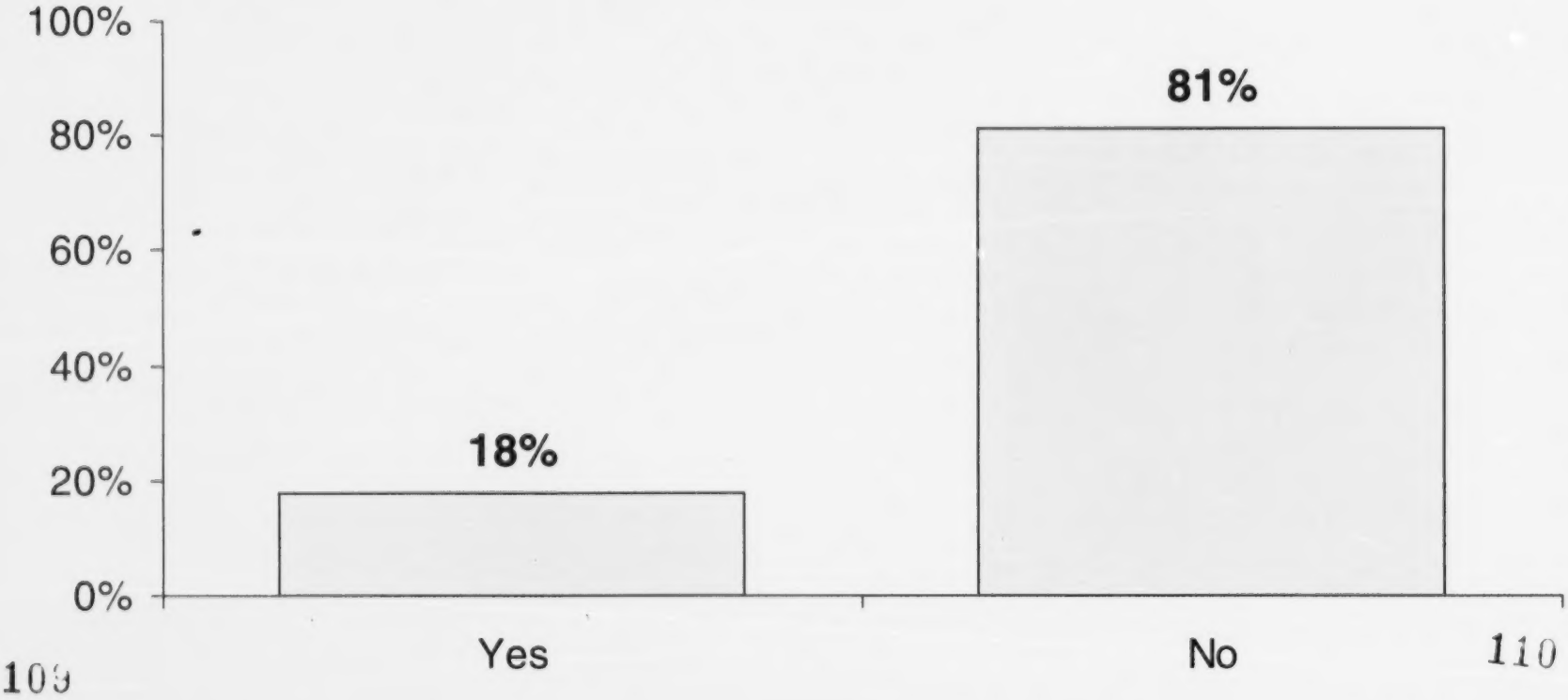
*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 18

Parents' Perception of Ratings Backlash

Of **parents of 2-17 year olds** who use the ratings, the percent who have noticed their own children being attracted to TV shows with inappropriate material *because* of the ratings...



109 110

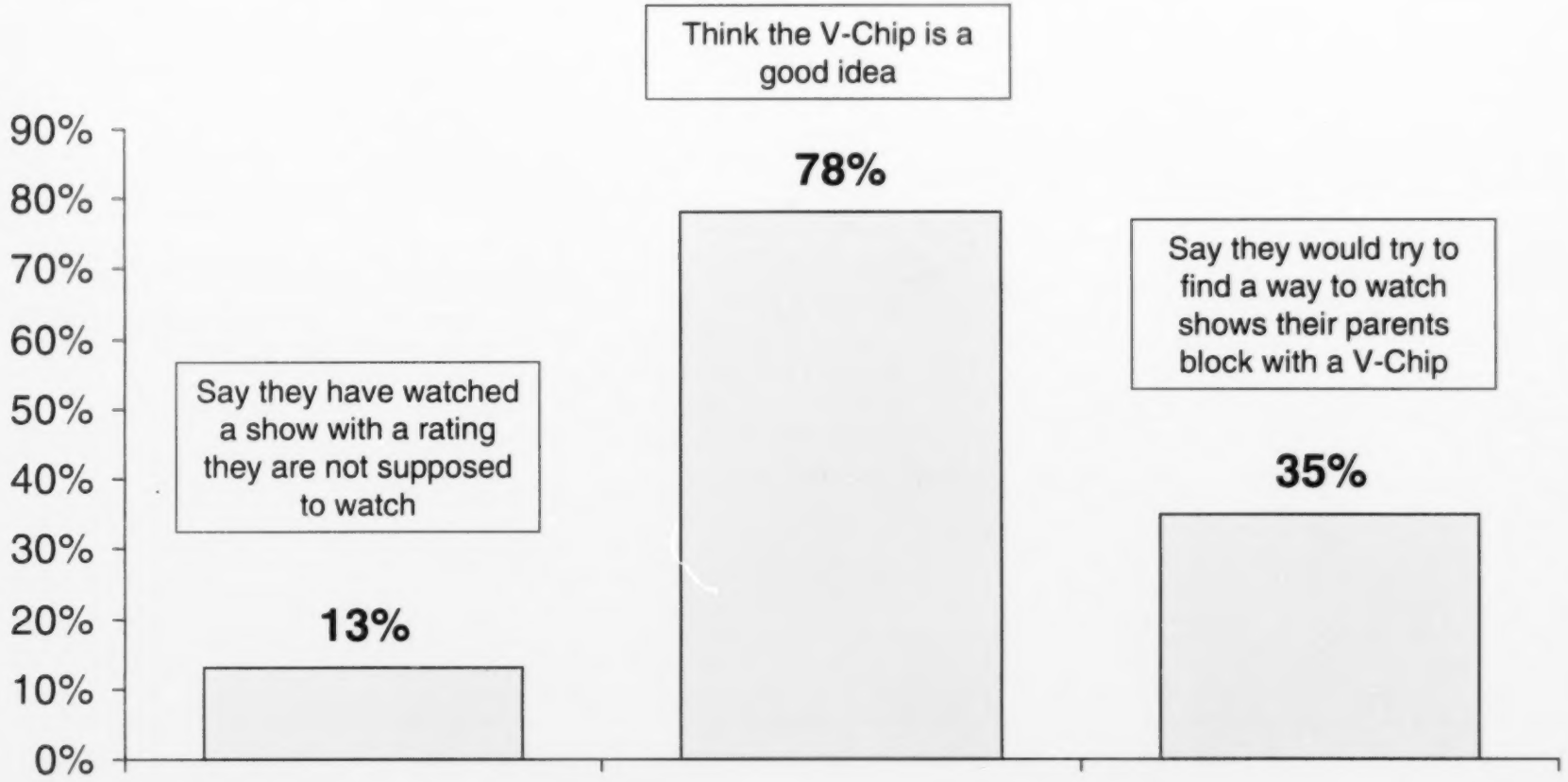
*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 19

Children's Responses to the Ratings and the V-Chip

Percent of **children 10-17 years old** who…



Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 20

Influence of Ratings on Children

Of **children ages 10-17,** the percent who become more or less interested in a show because of its rating…

BEST COPY AVAILABLE

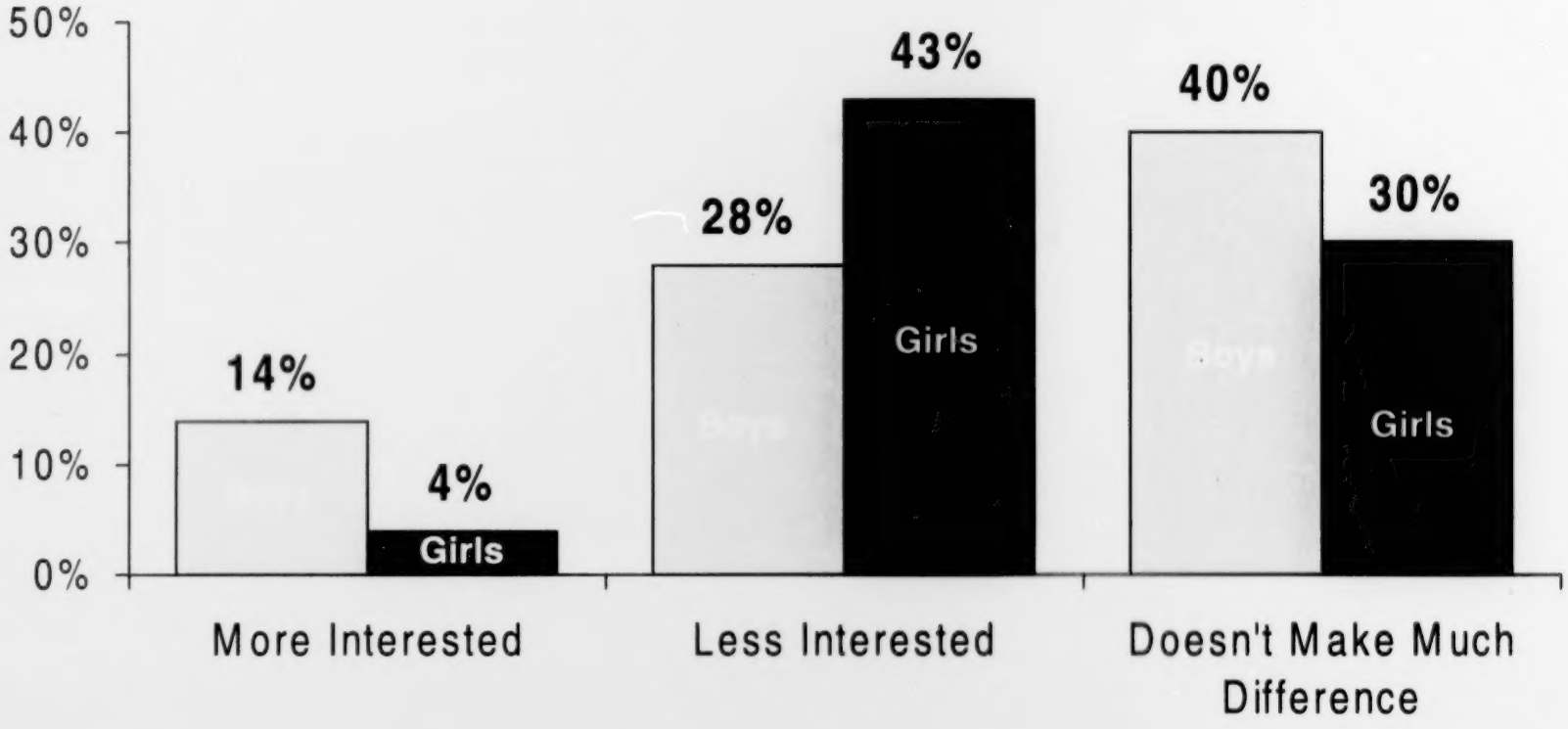
*Don't know/Refused/Not Aware of Ratings responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 21

Influence of Ratings on Children

Of **children ages 10-17**, gender differences in the percent who become more or less interested in a show that is rated "S"...



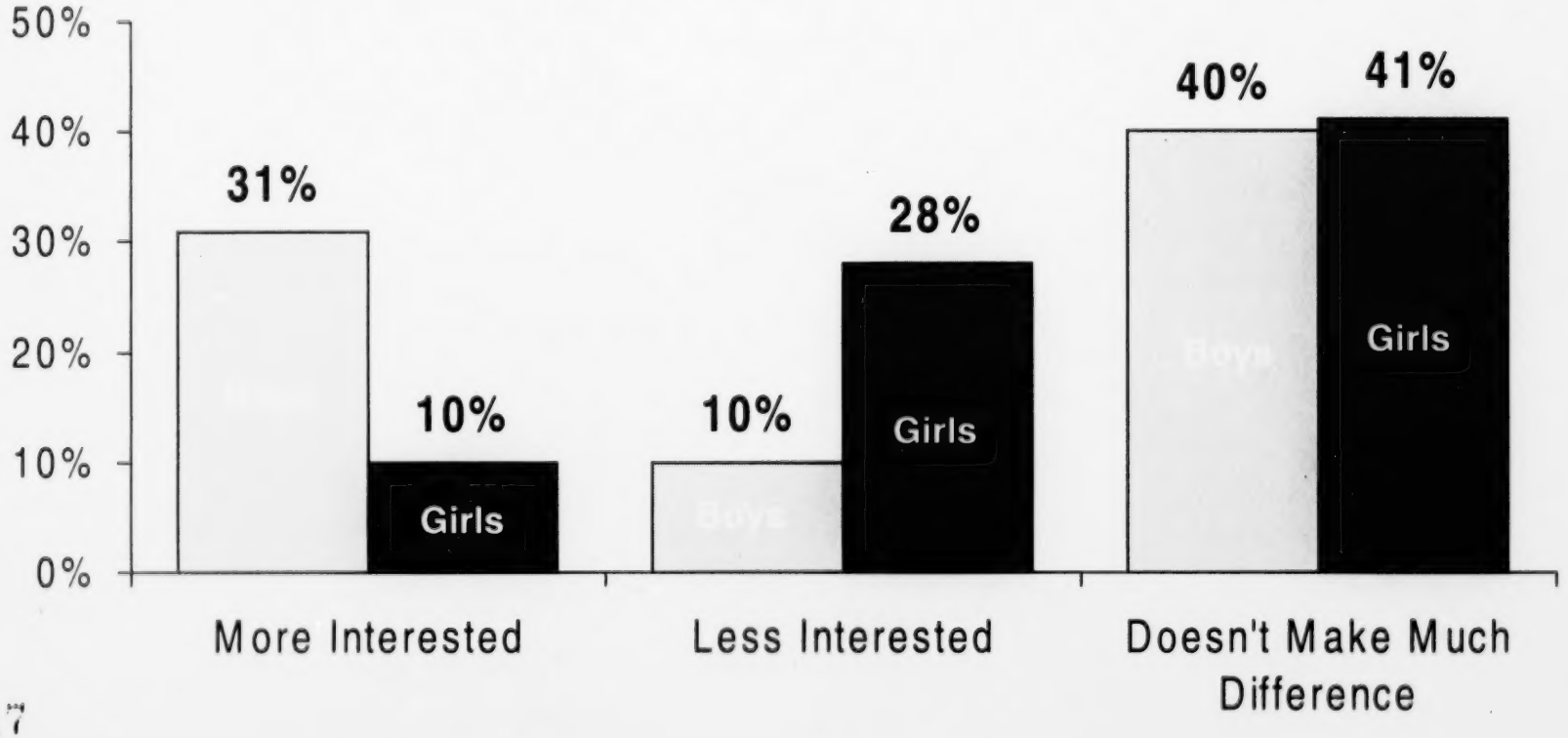
*Don't know/Refused/Not Aware of Ratings responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

Chart 22

Influence of Ratings on Children

Of **children ages 10-17,** gender differences in the percent who become more or less interested in a show that is rated "V"…



*Don't know/Refused/Not Aware of Ratings responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998

METHODOLOGY

The *Parents, Children and the Television Ratings System* chart pack reports on the results of two national, random sample surveys designed by the Kaiser Family Foundation and Princeton Survey Research Associates (PSRA), and conducted by PSRA by telephone between April 2-26, 1998. 1,358 parents of children ages 2-17 and 446 children ages 10-17 were interviewed.

In the survey of parents, for results based on the total sample, one can say with 95 percent confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. The sampling error for the sub-sample of those parents "aware of the ratings," based on question 1 in the toplines, and for the sub-sample of parents who "use ratings for kids," based on question 25 in the toplines ("often," "sometimes" or "hardly ever") is also plus or minus 3 percentage points. The sampling error for the sub-sample of parents of kids under 10 years old, and for the sub-sample of parents of kids under 10 years old who are "aware of the ratings" is plus or minus 4 percentage points.

In the survey of children, one can say with 95 percent confidence that the error attributable to sampling and other random effects is plus or minus 5 percentage points. The sampling error for the sub-sample of those children "aware of the ratings," based on question 8 in the toplines, is plus or minus 6 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys can introduce error or bias into the findings of opinion polls.

For a free copy of the Summary and Toplines from *Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys*, call 1-800-656-4KFF, and ask for publication #1398.